

The People in the Booth - Sensory in Stellenbosch

Astrid Beyers

Private, Stellenbosch, South Africa

Abstract

Stellenbosch has a uniquely high concentration of trained sensory panels. There are at least 7 panels with a wide variety of goals – commercial, academic, legislative and a mix of these. Each of these has its own lab layout, panel leaders, methods, software and products. A number of panelists are common to more than one panel and have been tasting for many years.

In this talk feedback will be given on the practicalities of being such a panelist. Who are these panelists, why do they do it, and why do they keep at it? What are the advantages and disadvantages for the companies that employ them?

This talk is relevant for those with existing trained sensory panels, those planning to set up new ones, and those choosing a sensory subcontractor. It is also relevant for anyone who's always wanted to know what it is like to eat and drink for money.

PRESENTER BIOGRAPHY: ASTRID BEYERS

Astrid Beyers last presented a talk at the 1995 SAAFoST Congress as a young researcher working on the antioxidant activity of Rooibos tea, where she received the Dreosti Award for her presentation. She has qualifications in various fields including an MSc in Food Science (1996), Certificate course in Wine Evaluation (2008) and WSET Level 3 (2019). She worked in the wine industry for many years, and currently co-owns and runs a small web development company. Alongside her day job, she has tasted on various trained sensory panels for the past 17 years.