Beer Flavor Evaluation Course

Instruction in Sensory Analysis and Beer Flavor Evaluation

January 30 - February 3, 2016

This specialized interactive course provides instruction and practice to develop a sound foundation in sensory analysis with a specific focus on beer flavor. The primary instructor, Roy Desrochers, has over 30 years experience in sensory analysis, beer flavor evaluation, and consumer insights. This course covers the fundamentals of descriptive sensory analysis, brewing and beer flavor, common off-odors and off-flavors, and packaging effects on beer flavor. In order to allow for more facilitated taste sessions and discussions, the class is capped at 15 students. An exam will be administered on the final day of the course. Students that pass will be certified as proficient in using descriptive sensory analysis for beer flavor evaluation.

WHO SHOULD ATTEND

This program is intended for brewing industry professionals. It has been organized to assist individuals who are charged with monitoring beer flavor for quality assurance and/or investigating changes in beer flavor due to ingredients, processing, packaging, or shipping and handling. In addition, individuals from other business functions within a brewing organization such as marketing, research and development, logistics, and technical services will benefit from this in-depth training and knowledge of beer flavor.