

Min Zhang

FSC 100

Sensory Evaluation

Dr. Ferris

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Lab Report: Coffee Project Report 5

Introduction

Coffee is a beverage that cannot be ignored in our daily life. There are many different types of coffees, but we came up a new coffee blend with the ratio of three different coffees from different regions. We ran a consumer acceptance test to see if our new coffee blend will be accepted by consumers. The coffee blend we chose based on the results we got from the labs before. We just used the old coffee from the labs before since we don't have fresh coffee beans for the test, and we thought it might influence the taste and flavor of our coffee blend.

Summary

In order to find if our coffee blend is acceptable, we ran a consumer acceptance test in the Gibson Farm Market. The coffee blend we chose was according to the results we got from the labs before, and it mixed by 50% Mexican Pluma, 25% Ethiopian Washed Sidamo, and 25% Nicaragua of the total weight. Because we didn't get fresh coffee beans, we used the old coffee samples to run the test, which influenced the taste and flavor of the coffee. After collecting 30 evaluation forms, more than 75% of the consumers liked our coffee blend, so we can sell our coffee blend at the Gibson Farm Market.

Objective

I. Project objective:

To produce unique blends of coffee to sell at the Gibson Farm Market.

II. Test objective:

To find if our coffee blend is acceptable to sell at the Gibson Farm Market.

Experimental

Design:

According to the results from the former labs, we chose the coffee blend that we wanted to run a consumer acceptance test at the Gibson Farm Market. The coffee blend was 50% Mexican Pluma, 25% Ethiopian Washed Sidamo, and 25% Nicaragua of the total weight mixing together. We decided to brew the coffee in the way that we did in our former labs to decrease the error and difference. All the tools we used to brew coffee were exactly the same as those were used in the labs before. We decided to use a 9-point scale to do the sensory evaluation and do the test at Gibson Farm Market. We got everything ready and poured the brewed coffee into the pumpmaster (OGGI) which model number is 6538 before going to the farm market.

Panel:

Thirty consumers tasted our coffee blend, and most of them were women. About 26 people were normally purchase coffee, three were not normally purchase coffee, and one was not sure. Also 26 consumers liked coffee, while other four didn't like.

Condition of Test:

The test was done at the Gibson Farm Market. It was warm inside the store but not too hot, and the humidity was just right from our feeling. There were not too many people in the store so that the space was enough for our test. The test was set up almost in the back of the store near the wine area.

Statistical Techniques:

Hypothesis:

Consumer Acceptance Test

Ho: $\geq 75\%$ of consumers will like our coffee blend.

Ha: $< 75\%$ of consumers will like our coffee blend.

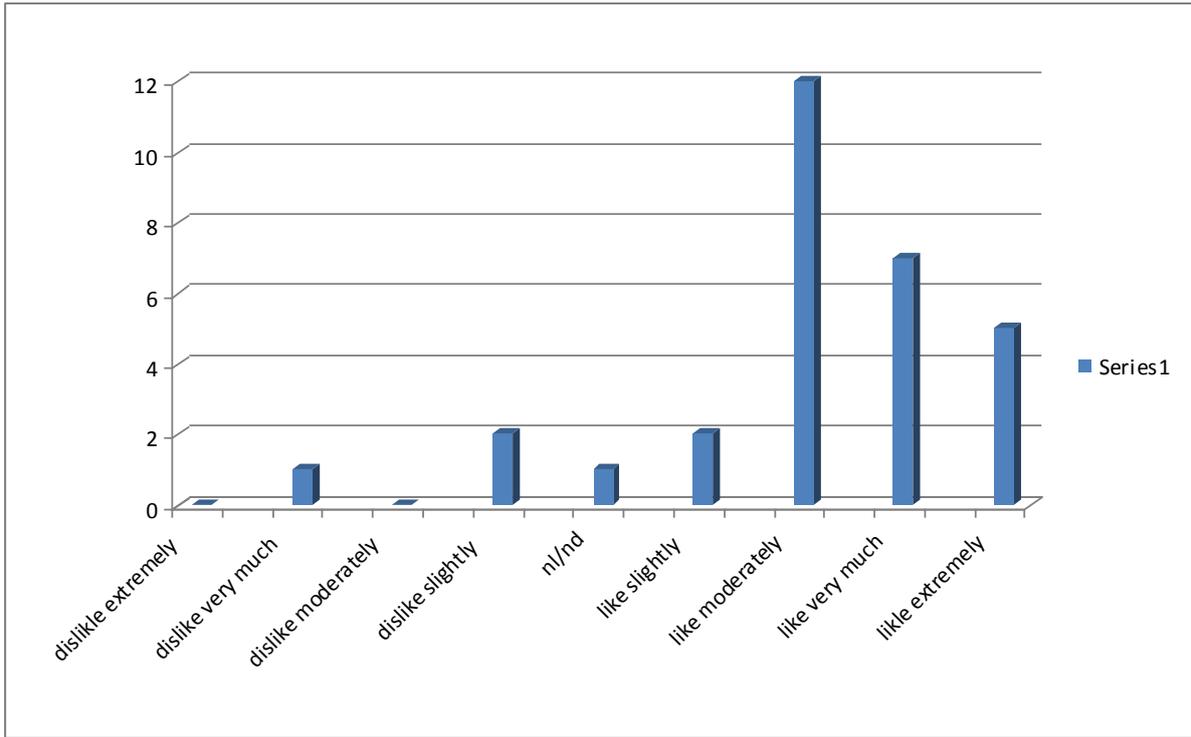
Results and Discussion

Results: 1.

	Mexican Pluma(g): Ethiopian Washed Sidamo(g): Nicaragua(g)	
Ratio	26g : 13g : 13g	13g : 6.5g : 6.5g
Temperature	82°C	87°C
Number of brewed	3	1

2.

		Number of consumer	Percentage (%)
dislike	Extremely	0	10%
	Very much	1	
	Moderately	0	
	Slightly	2	
n/nd		1	3.3%
like	Extremely	2	86.7%
	Very much	12	
	Moderately	7	
	Slightly	5	
Total		30	100%



Discussion:

According to the results we got, we accept the null hypothesis. 26 of 30 consumers, which were about 86.7%, liked our coffee blend. 3 consumers didn't like our coffee blend, and one neither liked nor disliked. From the comments we got, the consumers who liked the coffee blend thought it was smooth, mild, tasty, and not bitterness but strong enough, however, the consumers who disliked it thought it was sour, and bitterness. 22 of the 26 consumers who liked the coffee blend would like to purchase this coffee it was sold, but three of them didn't want to buy, and one was not quite sure.

Our coffee beans were not fresh, and they were the old ones we used in our labs before. We grinded them already and didn't put into refrigerator. Because of the two reasons, our coffee blend did not taste as good as it was before. The flavor was a little bit different from we tasted before, but it still smelt good. As we stayed at the Gibson Farm Market for two and half hours,

the coffee got cold at last. Although it was not very cold, it was also not hot enough, which may influence the flavor of coffee. We forgot preparing water for the consumers, and some of them ate something before tasting the coffee, which influenced the taste. If we can get the fresh coffee beans for our coffee blend,

Conclusion

We have already completed our project, and got a new coffee blend. The labs we did before were to find the best temperature and best brew time for coffee, and also we decided the amount of coffee and water we should use to get the best flavor. We tried many different ratios, and lastly decided to use the ratio of 2:1:1 (Mexican Pluma: Ethiopian Washed Sidamo: Nicaragua) based on the result of preference test. We did consumer acceptance test for the coffee blend in the last lab, and finally we got a good result that our coffee blend was acceptable to sell at the farm market. If our coffee was the fresh ones, the taste and flavor would be much better.