

Sensory evaluation of pasta

You will receive two samples of pasta. Please answer the following questions and then evaluate the two samples.

Age _____

Gender

- € Female
- € Male
- € Preferred not to say

How often do you eat pasta?

- € 2-3 times a week
- € At least once a week
- € 1-2 times per month
- € Never

Sample #1

Please select one of the samples and write its three-digit code _____. First taste the sample and then answer the following questions.

SECTION I

1) How much do you like this sample?

	1	2	3	4	5	6	7	8	9	
<i>I extremely dislike it</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>I extremely like it</i>

2) From the following list, check all the attributes which best describe the sample. Choose all that apply.

- | | | |
|--------------|-----------------|----------------------------|
| € Natural | € Coarse | € Hard |
| € Tasty | € Rubbery | € Strange taste |
| € Soft | € Dark | € Unpleasant aroma |
| € Fibrous | € Gritty | € Insipid |
| € Uniform | € Lack of taste | € Unpleasant
aftertaste |
| € Homogenous | € Flexible | € Brittle |
| € Granulated | € Sticky | |

3) Would you buy this product?

	1	2	3	4	5	
<i>I would definitely not buy it</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>I would definitely buy it</i>

4) If your previous answer (Question 3) was 4 or 5, then why would you buy it? Choose as many answers as you see fit.

- € Because it is healthy
- € Because it is tasty
- € To avoid weight gain
- € Because it is high in calories
- € Because it is good for my family
- € Because I want to include fibre in my diet
- € Because my kids would like it

5) If your previous answer to Question 3 was 1, 2 or 3, then why wouldn't you buy it? Choose as many answers as you see fit.

- € Because it does not seem healthy
- € Because it is distasteful
- € Because it is not the one I always buy
- € Because I do not need fibre
- € To prevent weight gain
- € Because I think it is bad for my family
- € Because it seems expensive
- € Because I don't want to include fibre in my diet
- € Because my family would not like it

SECTION II

6) Select the intensity of the following emotions experienced after tasting the sample.

	Nothing	Slightly	Mildly	Very	Extremely
Active	€	€	€	€	€
Tame	€	€	€	€	€
Bored	€	€	€	€	€
Calm	€	€	€	€	€
Disgusted	€	€	€	€	€
Mild	€	€	€	€	€
Enthusiastic	€	€	€	€	€
Worried	€	€	€	€	€
Free	€	€	€	€	€
Good	€	€	€	€	€
Good natured	€	€	€	€	€
Guilty	€	€	€	€	€
Adventurous	€	€	€	€	€
Happy	€	€	€	€	€
Interested	€	€	€	€	€
Secure	€	€	€	€	€

Joyful	€	€	€	€	€
Loving	€	€	€	€	€
Wild	€	€	€	€	€
Nostalgic	€	€	€	€	€
Pleasant	€	€	€	€	€
Satisfied	€	€	€	€	€
Understanding	€	€	€	€	€
Warm	€	€	€	€	€
Aggressive	€	€	€	€	€

Sample #2

Please select the other sample and write its three-digit code _____. First taste the sample and then answer the following questions.

SECTION I

1) How much do you like this sample?

	1	2	3	4	5	6	7	8	9	
<i>I extremely dislike it</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>I extremely like it</i>

2) From the following list, check all the attributes which best describe the sample. Choose all that apply.

- | | | |
|--------------|-----------------|--------------------|
| € Natural | € Coarse | € Hard |
| € Tasty | € Rubbery | € Strange taste |
| € Soft | € Dark | € Unpleasant aroma |
| € Fibrous | € Gritty | € Insipid |
| € Uniform | € Lack of taste | € Unpleasant |
| € Homogenous | € Flexible | aftertaste |
| € Granulated | € Sticky | € Brittle |

3) Would you buy this product?

	1	2	3	4	5	
<i>I would definitely not buy it</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>I would definitely buy it</i>

4) If your previous answer (Question 3) was 4 or 5, then why would you buy it? Choose as many answers as you see fit.

- € Because it is healthy
- € Because it is tasty
- € To avoid weight gain

- € Because it is high in calories
- € Because it is good for my family
- € Because I want to include fibre in my diet
- € Because my kids would like it

5) If your previous answer to Question 3 was 1, 2 or 3, then why wouldn't you buy it? Choose as many answers as you see fit.

- € Because it does not seem healthy
- € Because it is distasteful
- € Because it is not the one I always buy
- € Because I do not need fibre
- € To prevent weight gain
- € Because I think it is bad for my family
- € Because it seems expensive
- € Because I don't want to include fibre in my diet
- € Because my family would not like it

SECTION II

6) Select the intensity of the following emotions experienced after tasting the sample.

	Nothing	Slightly	Mildly	Very	Extremely
Bored	€	€	€	€	€
Active	€	€	€	€	€
Warm	€	€	€	€	€
Pleasant	€	€	€	€	€
Aggressive	€	€	€	€	€
Joyful	€	€	€	€	€
Loving	€	€	€	€	€
Disgusted	€	€	€	€	€
Adventurous	€	€	€	€	€
Good	€	€	€	€	€
Good natured	€	€	€	€	€
Calm	€	€	€	€	€
Understanding	€	€	€	€	€
Guilty	€	€	€	€	€
Enthusiastic	€	€	€	€	€
Happy	€	€	€	€	€
Tame	€	€	€	€	€
Interested	€	€	€	€	€
Mild	€	€	€	€	€
Free	€	€	€	€	€
Nostalgic	€	€	€	€	€
Worried	€	€	€	€	€

Wild	€	€	€	€	€
Satisfied	€	€	€	€	€
Secure	€	€	€	€	€

Thank you!

Sensory evaluation of chocolate milk

You will receive two samples of chocolate milk. Please answer the following questions and then evaluate the two samples.

Age _____

Gender

- € Female
€ Male
€ Preferred not to say

How often do you eat pasta?

- € Every day
- € At least once a week
- € At least once a month
- € Never

Sample #1

Please select one of the samples and write its three-digit code _____. First taste the sample and then answer the following questions.

SECTION I

1) How much do you like this sample?

[illegible]

2) How did you feel about the consistency of this product?

Much too thin 2 3 *Just about right* 5 6 Much too thick
 ○ ○ ○ ○ ○ ○ ○

3) How did you feel about the flavour of this product?

Much too little 3 *Just about right* 5 6 *Much too much*

☐ ☐ ☐ ☒ ☐ ☐ ☐

4) How did you feel about the sweetness of this product?

<i>Not at all</i>						
<i>Sweet enough</i>	2	3	<i>Just about right</i>	5	6	<i>Much too Sweet</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5) From the following list, check all the attributes which best describe the sample. Choose all that apply.

- | | | |
|---|--|---|
| <input type="checkbox"/> Smooth | <input type="checkbox"/> Strong chocolate | <input type="checkbox"/> Milk flavour |
| <input type="checkbox"/> Strong chocolate flavour | <input type="checkbox"/> aroma | <input type="checkbox"/> Unpleasant Aroma |
| <input type="checkbox"/> Natural | <input type="checkbox"/> Artificial | <input type="checkbox"/> Greasy |
| <input type="checkbox"/> Dark | <input type="checkbox"/> Coarse | <input type="checkbox"/> Lacking taste |
| <input type="checkbox"/> Gritty | <input type="checkbox"/> Creamy | <input type="checkbox"/> Pale |
| <input type="checkbox"/> Bitter | <input type="checkbox"/> unpleasant Aftertaste | <input type="checkbox"/> Acidic |
| | <input type="checkbox"/> Strange taste | <input type="checkbox"/> Bland |
| | <input type="checkbox"/> Healthy | |

6) Would you buy this product?

	1	2	3	4	5	
<i>I would definitely not buy it</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>I would definitely buy it</i>

7) If your previous answer (Question 6) was 4 or 5, then why would you buy it? Choose as many answers as you see fit.

- ☐ Because it is healthy
- ☐ Because it is tasty
- ☐ To avoid weight gain
- ☐ Because it is high in calories
- ☐ Because it is good for my family
- ☐ Because I want to include fibre in my diet
- ☐ Because my kids would like it

8) If your previous answer to Question 6 was 1, 2 or 3, then why wouldn't you buy it? Choose as many answers as you see fit.

- ☐ Because it does not seem healthy
- ☐ Because it is distasteful
- ☐ Because it is not the one I always buy
- ☐ Because I do not need fibre
- ☐ To prevent weight gain
- ☐ Because I think it is bad for my family
- ☐ Because it seems expensive

- € Because I don't want to include fibre in my diet
- € Because my family would not like it

SECTION II

9) Select the intensity of the following emotions experienced after tasting the sample.

	Nothing	Slightly	Mildly	Very	Extremely
Worried	€	€	€	€	€
Good	€	€	€	€	€
Interested	€	€	€	€	€
Happy	€	€	€	€	€
Active	€	€	€	€	€
Guilty	€	€	€	€	€
Good natured	€	€	€	€	€
Free	€	€	€	€	€
Satisfied	€	€	€	€	€
Pleasant	€	€	€	€	€
Warm	€	€	€	€	€
Nostalgic	€	€	€	€	€
Wild	€	€	€	€	€
Mild	€	€	€	€	€
Loving	€	€	€	€	€
Joyful	€	€	€	€	€
Bored	€	€	€	€	€
Aggressive	€	€	€	€	€
Enthusiastic	€	€	€	€	€
Disgusted	€	€	€	€	€
Understanding	€	€	€	€	€
Tame	€	€	€	€	€
Secure	€	€	€	€	€
Calm	€	€	€	€	€
Adventurous	€	€	€	€	€

Sample #2

Please select the other sample and write its three-digit code _____. First taste the sample and then answer the following questions.

SECTION I

1) How much do you like this sample?

	1	2	3	4	5	6	7	8	9	
<i>I extremely dislike it</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>I extremely like it</i>

2) How did you feel about the consistency of this product?

<i>Much too thin</i>	2	3	<i>Just about right</i>	5	6	<i>Much too thick</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3) How did you feel about the flavour of this product?

<i>Much too little</i>	3	<i>Just about right</i>	5	6	<i>Much too much</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4) How did you feel about the sweetness of this product?

<i>Not at all Sweet enough</i>	2	3	<i>Just about right</i>	5	6	<i>Much too Sweet</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5) From the following list, check all the attributes which best describe the sample. Choose all that apply.

- | | | |
|-----------------|--------------------|--------------|
| € Lacking taste | € Unpleasant Aroma | € Artificial |
| € Bitter | € Creamy | € Dark |
| € Coarse | € Strong chocolate | € Greasy |
| € Smooth | aroma | € Gritty |
| € Strange taste | € Strong chocolate | € Unpleasant |
| € Milk flavour | flavour | Aftertaste |
| € Natural | € Bland | € Healthy |
| € Pale | € Acidic | |

6) Would you buy this product?

<i>I would definitely not buy it</i>	1	2	3	4	5	<i>I would definitely buy it</i>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

7) If your previous answer (Question 6) was 4 or 5, then why would you buy it? Choose as many answers as you see fit.

- € Because it is healthy

- € Because it is tasty
- € To avoid weight gain
- € Because it is high in calories
- € Because it is good for my family
- € Because I want to include fibre in my diet
- € Because my kids would like it

8) If your previous answer to Question 6 was 1, 2 or 3, then why wouldn't you buy it? Choose as many answers as you see fit.

- € Because it does not seem healthy
- € Because it is distasteful
- € Because it is not the one I always buy
- € Because I do not need fibre
- € To prevent weight gain
- € Because I think it is bad for my family
- € Because it seems expensive
- € Because I don't want to include fibre in my diet
- € Because my family would not like it

SECTION II

9) Select the intensity of the following emotions experienced after tasting the sample.

	Nothing	Slightly	Mildly	Very	Extremely
Joyful	€	€	€	€	€
Free	€	€	€	€	€
Satisfied	€	€	€	€	€
Pleasant	€	€	€	€	€
Guilty	€	€	€	€	€
Good natured	€	€	€	€	€
Worried	€	€	€	€	€
Wild	€	€	€	€	€
Mild	€	€	€	€	€
Loving	€	€	€	€	€
Enthusiastic	€	€	€	€	€
Disgusted	€	€	€	€	€
Understanding	€	€	€	€	€
Warm	€	€	€	€	€
Nostalgic	€	€	€	€	€
Good	€	€	€	€	€
Interested	€	€	€	€	€
Bored	€	€	€	€	€
Aggressive	€	€	€	€	€
Secure	€	€	€	€	€
Calm	€	€	€	€	€

Adventurous	€	€	€	€	€
Happy	€	€	€	€	€
Active	€	€	€	€	€
Tame	€	€	€	€	€

Thank you!

Sensory evaluation of bread

You will receive two samples of bread. Please answer the following questions and then evaluate the two samples.

Age _____

Gender

- € Female
- € Male
- € Preferred not to say

How often do you eat bread?

- € 3-4 times a week
- € At least once a week
- € At least once a month
- € Never

Sample #1

Please select one of the samples and write its three-digit code _____. First taste the sample and then answer the following questions.

SECTION I

1) How much do you like this sample?

	1	2	3	4	5	6	7	8	9	
<i>I extremely dislike it</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<i>I extremely like it</i>

2) How did you feel about the saltiness of this product?

<i>Much too little</i>	2	3	<i>Just about right</i>	5	6	<i>Much too much</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3) From the following list, check all the attributes which best describe the sample. Choose all that apply.

- | | | |
|-----------|-------------------------|----------------|
| € Fibrous | € Strange taste | € Salty |
| € Soft | € Stodgy | € Hard |
| € Natural | € Bitter | € Hard to chew |
| € Compact | € Airy | € Bland |
| € Fluffy | € Hard to swallow | € Sweet |
| € Dry | € Unpleasant aroma | € Crispy |
| € Moist | € Unpleasant aftertaste | € Acidic |

4) Would you buy this product?

	1	2	3	4	5	
<i>I would definitely not buy it</i>						<i>I would definitely buy it</i>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

5) If your previous answer (Question 4) was 4 or 5, then why would you buy it? Choose as many answers as you see fit.

- € Because it is healthy
- € Because it is tasty
- € To avoid weight gain
- € Because it is high in calories
- € Because it is good for my family
- € Because I want to include fibre in my diet
- € Because my kids would like it

6) If your previous answer to Question 4 was 1, 2 or 3, then why wouldn't you buy it? Choose as many answers as you see fit.

- € Because it does not seem healthy
- € Because it is distasteful
- € Because it is not the one I always buy
- € Because I do not need fibre
- € To prevent weight gain
- € Because I think it is bad for my family
- € Because it seems expensive
- € Because I don't want to include fibre in my diet
- € Because my family would not like it

SECTION II

7) Select the intensity of the following emotions experienced after tasting the sample.

	Nothing	Slightly	Mildly	Very	Extremely
Wild	€	€	€	€	€
Mild	€	€	€	€	€
Pleasant	€	€	€	€	€
Guilty	€	€	€	€	€
Good natured	€	€	€	€	€
Worried	€	€	€	€	€
Loving	€	€	€	€	€
Nostalgic	€	€	€	€	€
Good	€	€	€	€	€
Aggressive	€	€	€	€	€
Secure	€	€	€	€	€
Calm	€	€	€	€	€

Adventurous	€	€	€	€	€
Happy	€	€	€	€	€
Active	€	€	€	€	€
Tame	€	€	€	€	€
Interested	€	€	€	€	€
Bored	€	€	€	€	€
Joyful	€	€	€	€	€
Enthusiastic	€	€	€	€	€
Disgusted	€	€	€	€	€
Understanding	€	€	€	€	€
Warm	€	€	€	€	€
Free	€	€	€	€	€
Satisfied	€	€	€	€	€

Sample #2

Please select the other sample and write its three-digit code _____. First taste the sample and then answer the following questions.

SECTION I

1) How much do you like this sample?

I extremely dislike it
1 2 3 4 5 6 7 8 9
I extremely like it

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

2) How did you feel about the saltiness of this product?

Much too little 2 3 *Just about right* 5 6 *Much too much*

☐ ☐ ☐ ☐ ☐ ☐ ☐

3) From the following list, check all the attributes which best describe the sample. Choose all that apply.

- | | | |
|-------------------------|--------------------|-----------|
| € Dry | € Strange taste | € Soft |
| € Airy | € Bland | € Natural |
| € Hard to swallow | € Sweet | € Compact |
| € Unpleasant aftertaste | € Crispy | € Fluffy |
| € Salty | € Acidic | € Moist |
| € Hard | € Unpleasant aroma | € Stodgy |
| € Hard to chew | € Fibrous | € Bitter |

4) Would you buy this product?

I would definitely not buy it 1 2 3 4 5 *I would definitely buy it*

☐ ☐ ☐ ☐ ☐

5) If your previous answer (Question 4) was 4 or 5, then why would you buy it? Choose as many answers as you see fit.

- € Because it is healthy
- € Because it is tasty
- € To avoid weight gain
- € Because it is high in calories
- € Because it is good for my family
- € Because I want to include fibre in my diet
- € Because my kids would like it

6) If your previous answer to Question 4 was 1, 2 or 3, then why wouldn't you buy it? Choose as many answers as you see fit.

- € Because it does not seem healthy
- € Because it is distasteful
- € Because it is not the one I always buy
- € Because I do not need fibre
- € To prevent weight gain
- € Because I think it is bad for my family
- € Because it seems expensive
- € Because I don't want to include fibre in my diet
- € Because my family would not like it

SECTION II

7) Select the intensity of the following emotions experienced after tasting the sample.

	Nothing	Slightly	Mildly	Very	Extremely
Satisfied	€	€	€	€	€
Pleasant	€	€	€	€	€
Good natured	€	€	€	€	€
Disgusted	€	€	€	€	€
Understanding	€	€	€	€	€
Warm	€	€	€	€	€
Free	€	€	€	€	€
Worried	€	€	€	€	€
Loving	€	€	€	€	€
Nostalgic	€	€	€	€	€
Good	€	€	€	€	€
Wild	€	€	€	€	€

Active	€	€	€	€	€
Aggressive	€	€	€	€	€
Secure	€	€	€	€	€
Calm	€	€	€	€	€
Adventurous	€	€	€	€	€
Happy	€	€	€	€	€
Guilty	€	€	€	€	€
Tame	€	€	€	€	€
Interested	€	€	€	€	€
Bored	€	€	€	€	€
Mild	€	€	€	€	€
Joyful	€	€	€	€	€
Enthusiastic	€	€	€	€	€

Thank you!