



2019 Course Calendar

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March 5 – 6, 2019

\$1,850

Developing and Defending Advertising Claims

(2-day course) ~ New Jersey

Equip yourself with all the tools to successfully develop, support and defend an ad claim.

Gail Vance Civile & Pam Zupkosky (P&G)

April 23 – 26, 2019

Descriptive Panel Leadership

\$2,500

(3.5-day course) ~ New Jersey

Tap the wisdom of experienced trainers to improve your skills in and out of the panel room. Learn and practice effective techniques for all aspects of leading and managing a descriptive analysis panel.

Director: TBD

September 10 – 11, 2019

Sensory Quality & Shelf Life Programs

\$1,650

(2-day course) ~ New Jersey

Examine the most used methods for evaluation of product and ingredient sensory quality throughout the production and distribution environment. With a mix of lecture, exercises, and group interaction, you'll work through the complex challenges of developing, instituting and maintaining effective sensory quality & shelf life programs.

Directors: Bob Baron, Lee Stapleton

September 23 – 26, 2019

Sensory Evaluation

Payment Processed by CfPA

(4-day course) ~ The Heldrich, New Brunswick, New Jersey

Jump into the world of Sensory Evaluation with this extensive, interactive review of sensory methods for execution and analysis of acceptance/preference, descriptive, and discrimination tests. Great for adding sensory skills to enhance a current job and for new hires. To register, visit **The Center for Professional Advancement** (details to follow).

Directors: Gail Vance Civile, B. Thomas Carr, Katie Osdoba

November 5 - 7, 2019

Expand Your Tasting Skills: Describing Flavor & Texture Characteristics of Foods and Beverages

\$2,500

(3-day course) ~ New Jersey

Strengthen your abilities to detect & describe common flavor and texture experiences in an objective way through exposure to flavors & textures common to many products. Not intensity scale focused. Great for product developers and sensory scientists alike. This course is inspired by Spectrum's classic Flavor and Texture Spectrum descriptive analysis courses - updated for today's learners.

Director: TBD

To register, please visit www.sensoryspectrum.com or call (908) 376-7000.