

Sensory Analysis Descriptor Definitions

Flavor	Flavor should be well-developed and have characteristics associated with this type of food. The flavor should have the proper balance of salt, sour, sweet, bitter, and umami.
Aroma	Aroma should be pleasing and appetizing; it should impart a lively fragrance and flavor to the food product. The aroma should create a positive anticipation of eating the food.
Texture	Texture is a critical indicator that the food is properly cooked, or has the characteristics associated with fresh, raw, or cold food. Texture descriptors include smooth, coarse, soft, hard, and crispy.
Finish and Mouthfeel	Finish and mouthfeel are the sensations experienced when the food is tasted, chewed, and swallowed. Mouthfeel should be pleasant without aftertaste. The final experience should be pleasant and entice you to eat more.
Appearance and Eye Appeal	Brightness of color indicates freshness of the product. Appearance should be appetizing and denote quality of the food. A diner looking at the food should anticipate eating the food.
Bite	Bite is directly a result of proper cooking, or, as in the case of salads or raw vegetables, the crisp resistance experienced when biting into the food.
Moisture	The correct amount of juiciness hints at succulence in a food product and contributes to crispness.
Smokiness	Special descriptor—smokiness should complement the final product and not detract from the overall flavor profile and characteristics.