

SENSORY EXPERIENCE TEST on DISPOSABLE COFFEE CUP LIDS

Test Date: January 21, 2014
Report Date: March 10, 2014

OBJECTIVE

To determine if lids have an impact on flavor and overall sensory experience and if so, how much and is one lid better than another.

METHOD

Five sensory categories (aroma, flavor, aftertaste, balance, and overall experience) were rated using three different lids on four different drinks by three highly qualified coffee and tea professionals. A total score was derived from the combination of all categories.

(Testers' Qualifications: Licensed Q Grader, QC Educator & Training, Director of Coffee & Education)

RESULTS & NOTES FROM TESTERS

The FoamAroma® lid scored highest in perceived drink quality categories and test participants commented that with FoamAroma® the overall experience was most similar to that of no lid.

