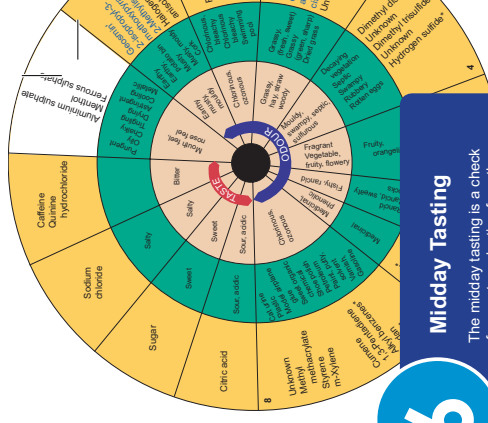


Sensory education

in a multi-beverage company



2 Introduction to Brewing and Packaging

This one-day non-technical course describes the brewing raw materials and the beer making processes. Participants are introduced to the flavour wheel and aged and lighstruck beer.

Sensory Education plays an important and vital part in the overall education of our staff and as part of quality assurance programme.

Sensory education is important for all staff whether it merely equips them to speak with confidence in a social setting about our products or whether it be equipping them to make decisions about the production and suitability of products for market.

At Foster's we have a structure whereby staff can progress through training programmes (at this stage predominantly relating to beer) building upon earlier knowledge or, if they are deemed capable enough, they can accelerate this process as the structure offers flexibility in the choice of courses, taking into consideration the employees work experience, education, motivation and ultimately what they would like to achieve.

1 World of Beer

This one-day program is designed to be non-technical and to cover the various stages of the brewing process. Beer tasting and the introduction of beer faults such as aged beer and lighstruck beer are introduced, beer and food matching course is designed to equip any Foster's employee to feel confident in discussing our beer products in a social setting.

3 Brewing Fundamentals

This is a five-day program that provides a technical introduction of raw materials, the brewing process and associated quality issues. Includes a visit to a raw material supplier and several production plant tours, to reinforce learning. Participants are introduced, in greater depth, to the techniques of tasting, methods of assessment such as ranking and rating, spider diagrams. In addition to re-visiting aged and lighstruck beer participants are introduced to other flavours such as isoamyl acetate, diacetyl and acetaldehyde.

4 NOSE Program

The National Operations Sensory Education (NOSE) course is designed to cover all aspects of sensory analysis to enhance and develop an understanding of effective flavour evaluation for production personnel.

The desired outcomes for participants of the programme are:

- obtain skills necessary to become proficient tasters
- maintenance & review of tasting skills
- develop an understanding of flavour evaluation/assessment methods
- develop an awareness of the diversity of flavours present in beer and other beverages
- ensure that consistent language is used to describe the various flavours and product parameters.
- to determine a tasters ability to detect flavour compounds via threshold identification. Threshold values for each flavour are calculated and entered on to a national database. The national database of threshold results can then be used as a tool to determine those employees who are more sensitive to specific flavours who can then be called upon directly to assist in quality control at the National Sample Exchange Programme.

5 National Sample Exchange Programme

The National Sample Exchange Programme is a process of assessing the regionally brewed National brands 'true to typeness' and to identify any emerging trends before they impact on brand equity. Beers are submitted from each production site on an agreed schedule to National Operations and these are distributed back to the sites for formal taste evaluation on a blind sample basis. NSEP samples could be a month old. Beers are assessed against agreed taste descriptors, rated and ranked. Tasters are expected to use standard flavour tasting when describing products. Data from this is presented in a report comparing brands performance at production sites and results cross-checked against analytical parameters. Variances are acted upon accordingly.

6 Midday Tasting

The midday tasting is a check of current production from the various production sites; these are tasted within a week of production. Evaluation is conducted on blind samples by brand by a National unbiased panel for a check of true to type and for variation. Tasters are expected to use standard flavour tasting terminology learnt in the NOSE programme when describing products. Samples are scored via an agreed scale and variances acted upon as deemed appropriate. A schedule of sampling requirements has been set for the process so a representative cross section of production is evaluated. Analytical checks are also performed and further analysis can be done on replicate samples should a variance of concern be detected. This, like NSEP, is designed to prevent potential cellular palate.

