

# A Taste for Knowledge

## The Applied Sensory and Consumer Science Certificate Program

From global food and beverage companies to microbreweries, from laundry detergents to nature-based cosmetics, sensory and consumer science guides the development of the products we enjoy every day.

UC Davis' **Applied Sensory and Consumer Science Certificate Program** is the industry-recognized leader in educating sensory science professionals. The only program of its kind, our four-course certification combines the study of how we perceive colors, flavors and textures with the scientific analysis of the factors that drive consumer choice.

### Transforming Careers


Our online program brings people from varied disciplines and professional backgrounds from around the world to build a shared set of tools that run the gamut of sensory evaluation, consumer testing, sensometrics (statistics applied to sensory and consumer data) and their application to quality assurance, product development and marketing.

As our students' knowledge grows, their career avenues transform. Our alumni tell this story over and over: Luz

Inés Nieto, a microbiologist working in quality management at a global food corporation in Mexico, took our course to better understand the consumer's perspective, and now communicates more clearly with the other departments in her company. Coffee roaster Kelin Bradley wanted to learn the science behind developing flavors—and discovered a new career path in sensory science. In New York, nutrition professor May Cheung

*"I have personally met many of our students and have gotten to see first-hand the impact that this program has had on their careers. They think about the field more strategically and many have received promotions as they take on more of a leadership role."*

-Rebecca Bleibaum, co-founder and instructor, UC Davis Applied Sensory and Consumer Science Certificate Program



### The Science of Deliciousness

*"Sensory and consumer science is critical to the success of any consumer product. Society, government and business are slowly but surely realizing that no public-health or product-development strategy can be successful without the deliciousness (or sensory) piece being successfully addressed."*

-Jean-Xavier Guinard, professor of sensory science and co-director of the Coffee Center at UC Davis

has incorporated sensory science into her research on how taste and smell interact with diet choices. And in India, Taruna Sanghi wanted to learn a scientific approach to the consumer psyche to inform her work in new product development. Since completing our program she has become a senior scientist in her company's consumer science department.

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## Expanding Access

Sensory and consumer science is a rapidly growing field with demand across industries—from food and beverage, cosmetics and apparel to automotive and home care. Our certificate can open doors to opportunities throughout these sectors, and create a more inclusive workforce that better represents the diverse range of consumer experiences that our discipline strives to understand.

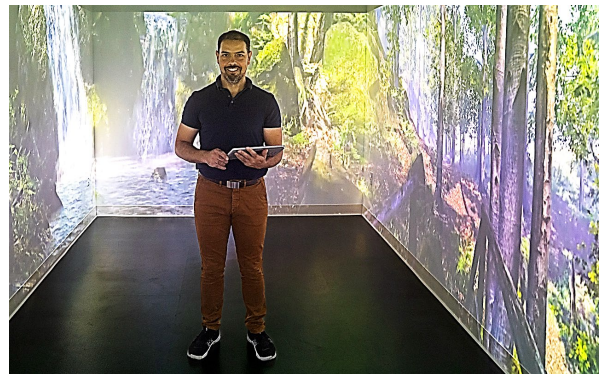
While our students are gaining an invaluable set of professional tools, they are also building a global network. We are proud to have the gold-standard, go-to program for the food, beverage and consumer goods industries around the world.

## A Uniquely Immersive Environment

Would a cup of coffee taste the same whether you were sipping it at a cafe, camping in the woods, or waiting in a hospital hallway? Can your surroundings make you experience a scent as either an aroma or an odor?

To study how environments contribute to sensory bias, Associate Professor Julien Delarue has developed an immersive sensory simulation room that, in addition to projecting 360-degree images, can be infused with scents or sprinkled with mist. We are planning a new course with an in-person component that offers access to this unique research environment—available only at UC Davis—to students in our certificate program. We envision participants from around the globe, in a range of industries, coming together to learn in this signature campus environment. Your support will enable students to travel to Davis for a residential learning experience.

The time is right to broaden access for the next generation of sensory and consumer science practitioners. With your support, we can offer transformational opportunities to a growing range of students in this emerging field.



## Giving Opportunities

### **Broaden access to our growing profession**

Your gift can open doors and create a more inclusive, representative field.

### **Put our sensory simulation room within reach**

Fund participants from around the world to learn and explore in this unique facility.