

Tasting Test: Pomegranates

Food and Resource Economics Department
University of Florida

Experiment (Tasting Test)

- Phase I

October 10, 2014

of subjects 119 (students, faculty, & staff at **UF**)

- Phase II

October 13, 2014

of subjects 119 (students, faculty, & staff at **UF**)

Phases of Experiment & Pomegranates' Tested

Phase I

- Lester
- Afganski
- Wonderful
- Salavaski

Phase II

- Al Sirin-Nar
- Herbert
- Nikiski
- Jimmy

Attributes & Scaling

Appearance	1-9	Sweetness	1-9
Color	1-9	Seed hardness	1-5
Overall liking	1-9	Juiciness	1-5
Flavor	1-9	Sourness	1-5
Texture	1-9	Purchase Intent	1-5

Survey Questions

Please rate how much you like the **appearance** of **sample 1**.

Appearance

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like Nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
1	2	3	4	5	6	7	8	9

Please rate how much you like the **color** of **sample 1**.

Color

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like Nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
1	2	3	4	5	6	7	8	9

Please indicate how much you like or dislike each attribute for **sample 1**.

Overall Liking

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like Nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
1	2	3	4	5	6	7	8	9

Flavor

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like Nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
1	2	3	4	5	6	7	8	9

Texture

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like Nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
1	2	3	4	5	6	7	8	9

Sweetness

Dislike Extremely Dislike Very Much Dislike Moderately Dislike Slightly Neither Like Nor Dislike Like Slightly Like Moderately Like Very Much Like Extremely

1	2	3	4	5	6	7	8	9
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Seed Hardness

Much too soft Somewhat too soft Just about right Somewhat too hard Much too hard

1	2	3	4	5
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Juiciness

Much too dry Somewhat too dry Just about right Somewhat too juicy Much too juicy

1	2	3	4	5
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Sourness

Not at all sour enough Not quite sour enough Just about right Somewhat too sour Much too sour

1	2	3	4	5
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If available in the store, how likely would you be to purchase **sample 1**?

- a) Definitely would not buy
- b) Probably would not buy
- c) Might or might not buy
- d) Probably would buy
- e) Definitely would buy

Please taste the samples in order from left to right again and rank them for OVERALL PREFERENCE, from most preferred to least preferred.

Rank

Sample #

Overall averages

	Appearance	Color	Flavor	Texture	Sweetness	Seed Hardness	Juiciness	Sourness	Overall Liking	Purchase Intent
Lester	4.35	4.00	5.57	6.01	5.78	3.51	2.64	2.22	5.53	2.42
Afganski	7.07	7.17	6.43	6.39	5.83	3.43	2.91	3.46	6.33	3.07
Wonderful	7.36	7.57	6.26	6.50	6.21	3.19	2.69	2.61	6.48	3.11
Salavaski	6.18	6.14	5.95	6.14	5.34	3.48	2.87	3.81	5.91	2.81
Al Sirin	6.79	6.81	6.38	6.25	6.18	3.60	2.92	3.09	6.35	3.17
Herbert	5.17	4.97	6.04	6.12	5.85	3.45	2.81	3.27	5.96	2.90
Nikitski	7.34	7.46	6.67	6.57	6.52	3.47	2.90	3.13	6.69	3.48
Jimmy	4.34	4.16	5.61	5.92	5.85	3.37	2.74	2.11	5.64	2.51

Rankings

	Appearance	Color	Flavor	Texture	Sweetness	Seed Hardness	Juiciness	Sourness	Overall Liking	Purchase Intent
Lester	7	8	8	7	7	7	8	7	8	8
Afganski	3	3	2	3	6	3	2	3	4	4
Wonderful	1	1	4	2	2	1	7	2	2	3
Salavaski	5	5	6	5	8	6	4	1	6	6
Al Sirin	4	4	3	4	3	8	1	6	3	2
Herbert	6	6	5	6	4	4	5	4	5	5
Nikitski	2	2	1	1	1	5	3	5	1	1
Jimmy	8	7	7	8	5	2	6	8	7	7

Rankings based on Purchase Intent

Ranking	Names	Averages (1-5)
1	Nikitsky	3.48
2	Al Sirin	3.17
3	Wonderful	3.11
4	Afganski	3.07
5	Herbert	2.9
6	Salavaski	2.81
7	Jimmy	2.51
8	Lester	2.42