



## MULTI-SENSORY REVOLUTION

### Multi-sensory analysis method according to DIN EN ISO 13299:

- Carried out at the Döhler SCS sensory science lab equipped according to DIN EN ISO 8589
- Panel of at least six sensory science experts (trained according to DIN EN ISO 8586)
- Sensory analysis method / conventional profile according to DIN EN ISO 13299

### Result

- Report with informative charts and statistic analysis:
  - Average values
  - Variance analyses
  - Sensoric profiles (so-called "spider webs")
  - Personal presentation of the results in a design workshop setting.

## Design. By Experts.

### RASTAL

#### Design expertise

Since 1974, RASTAL design has won almost 200 awards worldwide

#### Market leader

No other company has created more exclusive glass solutions – more than 100 designs in the last 10 years alone

#### Production expertise

Access to all familiar glass qualities and production techniques

### DÖHLER Sensory & Consumer Science



#### Sensory Science

Expert panels for objective detection and measurement of all sensory perceptions

#### Consumer Science

Analysis of consumer acceptance levels and emotions before, during and after product tasting

#### Independence

Independent, full-service institute for consumer testing and sensory science consulting

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## MULTI-SENSORY REVOLUTION

Exclusive glass design and sensory science to perfection!



# You can argue about taste – but not about professional sensory analysis methods!

The shape of the glass affects the appearance, smell, taste and mouth feel of your product – i.e. multi-sensory perception while drinking. We strive to create glasses that harmonise the design of your brand, the taste of the product and all other sensory perceptions, too: **We supply you with the glass that perfectly showcases your product to the consumer.**

In order to be able to systematically determine the optimum shape as part of exclusive glass development, the design process requires objective and professional data on the consumer's actual sensory perceptions when drinking your product.

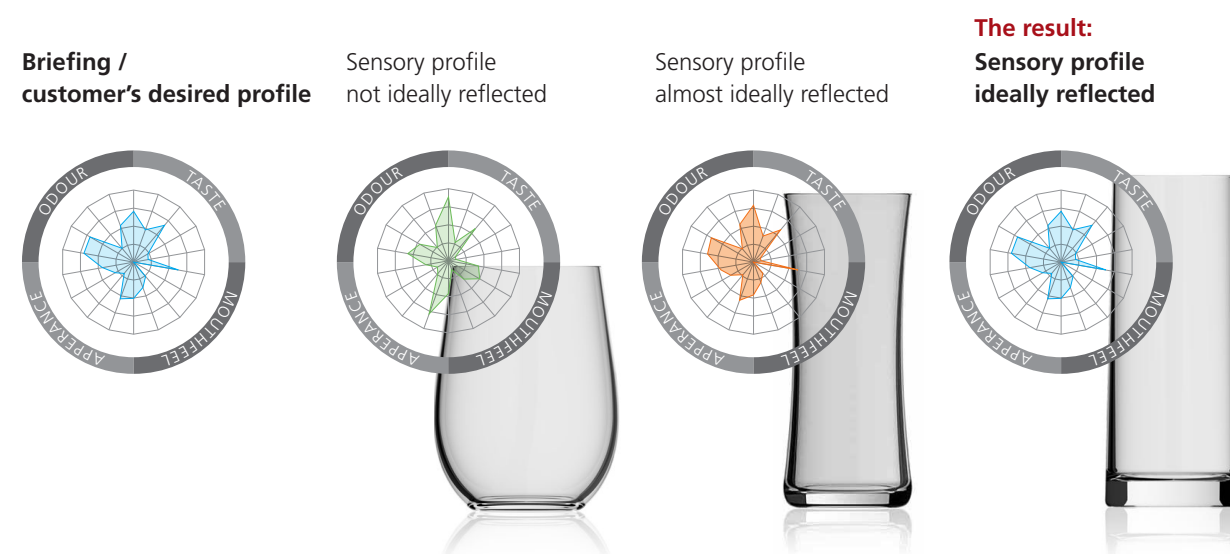
In an exclusive cooperation, RASTAL and Döhler have now developed a globally unique sensory test design: **MULTI-SENSORY REVOLUTION. The aim of this scientific approach is to find the perfect shape of a glass to bring the individual character of your drink to life for all the senses in its preferred form.**

## Perfection is about much more than just taste!

About 80% of our sense of taste actually derives from our sense of smell. You can easily try it out for yourself: if you hold your nose while drinking, you will only perceive the basic taste types such as sweet or sour. In fact taste is a blend between what we smell and what we taste.

The taste of something in fact derives from the multi-sensory interaction between all senses.

**MULTI-SENSORY REVOLUTION** is based on a multi-sensory analysis method according to DIN EN ISO 13299. It involves gathering objective data from previously subjective sensations, thereby enabling concrete recommendations to be made for your exclusive glass design.



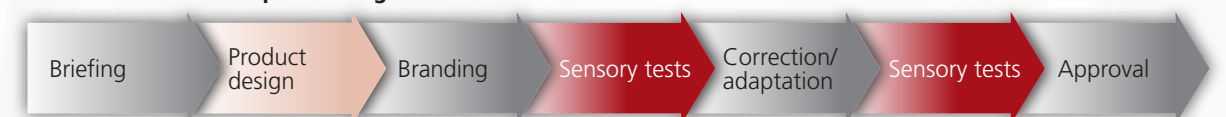
# MULTI-SENSORY REVOLUTION: Faster, more efficient, measurable!

The approach also differs from the conventional method in the sequence of sensory tests. The **MULTI-SENSORY REVOLUTION** by RASTAL and Döhler involves carrying out multi-sensory development before product design. Later corrections and adaptations are therefore no longer necessary.

The entire development process is much faster and more efficient - and for the first time it is **objectively measurable, too.**

## Smell, taste, feel, sound – multi-sensory glass development comes before product design:

### Conventional development of glasses



### MULTI-SENSORY REVOLUTION



We offer various options in connection with **MULTI-SENSORY REVOLUTION**. Based on your individual requirements we will happy to compile a detailed offer for you including an exact list of services provided and the relevant costs.

After completion of the development phase, we offer the option of validating the success of the glass's exclusive multi-sensory optimisation by means of a consumer test carried out directly among your target group.