

FlavorActiV

Expert sensory trainers for the beverage industry

An estimated 1 in 20 people suffer from a loss of smell. This has a major impact on flavour perception and tasting ability, which in turn has significant ramifications for the brewing and beverage industries.

As leading sensory trainers and taster management consultants, FlavorActiV are acutely aware of the challenges of improving tasting ability.

Our training of sensory panels means that we have acquired a great deal of experience in tasting knowledge and techniques. This can be extended to support Fifth Sense members and helping to bring back a fuller sensory experience.



“1 in 20 people cannot smell your beverage”

Fifth Sense

The charity for people affected by smell and taste disorders

Fifth Sense exists to provide support and advice to people affected by smell/taste-related disorders, and so that society can understand what it means to suffer impairment of one or both of these senses. It promotes and supports research into better understanding such conditions and developing new treatments.

Taste, Train, Enjoy

The new partnership between Fifth Sense and FlavorActiV offers great potential benefit to people affected by olfactory disorders. Much of the overall flavour of food and drink comes from the sense of smell, so impairment of this sense can result in much of the enjoyment of eating and drinking being lost.

Smell loss does not necessarily mean that all taste is completely lost; the taste buds remain functional. What's more, there is often no black or white in terms of olfactory impairment, instead degrees of loss. To address this and capture the information, and to help Fifth Sense members to understand the extent of their limitations, we will create a first of its kind Taste Loss Scale. The Taste, Train, Enjoy project seeks to train Fifth Sense members using FlavorActiV's range of flavours. This will enable them to appreciate the true extent of their ability to perceive taste and flavour and find new ways of experiencing and enjoying food and drink.

Global Survey

In 2013 Fifth Sense commenced an ongoing survey of UK members to establish the impact of olfactory disorders on quality of life. A research paper based on the responses was published in *Chemical Senses* journal in 2014. The paper demonstrates, amongst other findings:

92% said appreciation of food and drink had been reduced

43% said they had suffered from depression (against a national average of 8-12%)

The results of the survey clearly demonstrates the huge impact that olfactory disorders can have on the quality of life those affected. This is compounded by a lack of awareness and knowledge across much of the medical profession and society as a whole. The result is that people affected by smell and taste disorders often feel that much of the pleasure has been taken out of life and that nothing can be done to help them.

As their reach spreads, Fifth Sense plan to extend this survey into different territories (with the support of FlavorActiV and its extensive global customer base), and gather data to illustrate the prevalence and impact of smell and taste disorders on a global basis. This information will help demonstrate the need for further research into new treatments, and engender a greater awareness of the impact that these conditions have on the lives of patients.

Learn more & get involved



Conclusion

Fifth Sense are working to support research that can benefit people in the longer-term whilst delivering innovative support that can help people today.

FlavorActiV will develop tools (training kits) and means (taste loss scale) to assess tasting ability, as well as providing professional taster training to support Fifth Sense members and activities. Furthermore, our validation scheme will be extended to incorporate this data and to guide future initiatives. Finally, FlavorActiV will support Fifth Sense campaigns and will raise awareness and garner support through its global customer base.

Working together it is hoped that Fifth Sense members will be more informed about the extent of their tasting ability, and in a more confident position to deal with their individual situations. Together we will give voice to the 1 in 20, and work with the industry to acknowledge and address the impact taste and smell disorders has on beverage enjoyment and overall quality of life.

Zero sensitivity

FlavorActiV Fifth Sense Taste Loss Scale

High sensitivity



Expert partnership

Dr Carl Philpott, Senior Lecturer (Norwich Medical School UEA), Honorary Consultant ENT Surgeon & Rhinologist (Smell and Taste Clinic, James Paget University Hospital)

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FlavorActiV's team of Global Sensory Managers and beverage consultants.