



Applied Sensory, LLC
 Olive Oil Sensory Evaluation Services and Prices
 COOC
 July 2024 – June 2025

All Sensory Evaluation Services are performed by a panel of scientifically trained and experienced olive oil judges. The Applied Sensory Olive Oil Taste Panel is recognized by the American Oil Chemists' Society, an accrediting organization. Standardized sensory evaluation protocols and procedures are used. Oils are NOT evaluated for preference.

Basic Sensory Evaluation

For a basic sensory evaluation, trained panelists objectively rate the intensity of olive oil sensory attributes:

- Defects (fusty/muddy sediment, musty-humid-earthy, winey-vinegary-acid-sour, frostbitten olives/wet wood, rancid, others)
- Overall fruit
- Bitterness
- Pungency

The sensory grade* of the oil is determined according to the standards of California Grades of Olive Oil and the U.S. Grades of Olive Oil.

The written report includes attribute intensities and sensory grade*.

- Use the Basic Sensory Evaluation when checking to confirm olive oils meet sensory grading requirements.

Price per sample..... \$150.00

IOC Panel Test

The IOC Panel Test is the same as a Basic Sensory Evaluation except that:

The sensory grade* of the oil is determined according to the standard of the International Olive Council (IOC).

The written report includes IOC attribute intensities and sensory grade*.

- Use the IOC Panel Test when checking to confirm olive oils meet sensory grading requirements **according to the IOC standard.**

Price per sample..... \$160.00

Detailed Sensory Evaluation

For a detailed sensory evaluation, trained panelists objectively describe olive oils using pre-selected flavor attributes, in addition to defects, overall fruit, bitterness and pungency. Also assessed is the style/intensity level of the oil: delicate, medium, robust.

A detailed written report includes sensory grade*, style/intensity, a cobweb plot and a bar graph of attribute intensities.

- Use the Detailed Sensory Evaluation when specific sensory descriptors and style are needed for marketing materials or blending decisions.

Price per sample..... \$200.00



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Certification Bundle

In collaboration with Baker Wine & Grape Analysis (BWGA), Applied Sensory will be offering a certification package which includes both sensory and chemical analysis for verification of olive oil grade. Our certification bundle includes Basic Sensory Analysis performed by Applied Sensory and Free Fatty Acid (FFA), Peroxide, and UV Analysis performed by BWGA.

A written report includes attribute intensities for defects, fruitiness, bitterness and pungency, sensory grade*, the included chemical analysis results and the olive oil grade.

- Use the Certification Bundle when checking to confirm olive oils meet basic EVOO requirements for COOC seal certification.

Price per sample..... \$270.00

The following add-ons can be included with the Certification Bundle:

- Upgrade to Detailed Sensory Analysis..... \$50/sample
- Polyphenols..... \$95/sample
- Induction time/Best Before Date..... \$95/sample
- Moisture and Volatiles..... \$40/sample

*Olive oil grade standards are based upon both sensory and chemical data.

For more information on these services, please contact Anna Leachman at (310) 920-8715 or e-mail anna@appliedsensory.com