



Institute of Brewing & Distilling

# IBD International Section



## Applied Sensory and Consumer Science Masterclass

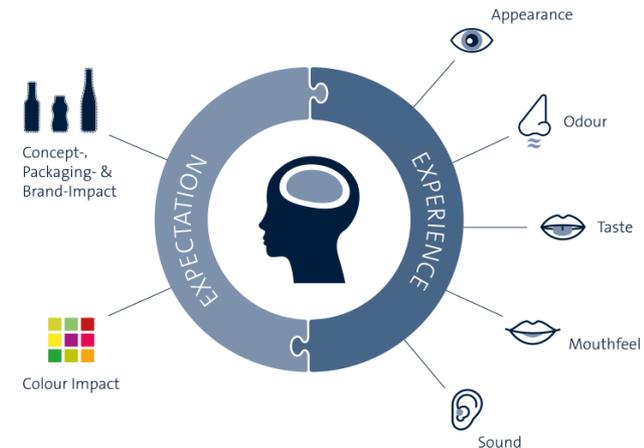
*Salzburg Austria, 28-30<sup>th</sup> of June 2017*



### A seminar on the latest advancements in the science of sensory and consumer research as they apply to beer and beverages.

Notwithstanding the sophistication of modern production, distribution and retail operations, assessment of product flavour quality, both in-process and in final package, remains as important today as it has ever been.

Sensory and consumer sciences tools are essential in the production of high quality foods and beverages. In today's competitive marketplace, the ability to describe the flavour of products in objective terms, why/why not consumers like them and to check their conformance with pre-defined quality standards is increasingly critical to commercial success.



### The seminar will focus on:

- Foundations of Sensory Science – how to use your senses to evaluate beverages- physiologically and psychologically.
- Sensory Evaluation Methods – learn about the methods used in sensory evaluation of consumer products and understand when instrumental measurements of sensory properties are warranted. Learn statistical techniques used to analyze sensory data.
- Consumer testing methods – learn about consumer testing methods and associated data analysis. Understand the basic tools of qualitative and quantitative consumer research. Learn ways to relate consumer data to sensory data in order to optimise product benefits, quality and marketing opportunities.



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# Programme

## Wednesday 28<sup>th</sup> of June – Day 1

### *Welcome to Salzburg*

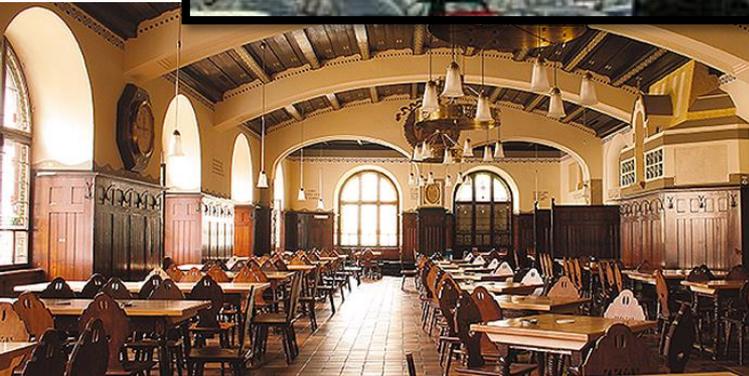
Estimated 30 Participants



What	When
Tour of the Augustiner brewery	3pm
Welcome drinks at the Augustiner Braustueberl with the Brewmaster	6pm
Dinner at Augustiner Braustueberl with beer served from wooden barrels	7pm



Impressions from the Augustiner Brewery and Braustueberl





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# Programme



## Thursday 29<sup>th</sup> of June – Day 2

What	Presenter	When
Arrival at the Stiegl Brewery (old maltings) . Coffee and traditional Austrian pastries		08.30
Keynote - Sensory and Consumer Science	Dr. Günther Seeleitner	Austrian Brewing and Malting Association
Technical 1 - Sensory developments and customer expectations - tradition versus global standards	Dr. Ina Verstl	Brauwelt International
Coffee Break		10.00 - 10.45
Technical 2 - Descriptive Profiling of Beer	Dr. Bill Simpson	Cara Technology Ltd.
Technical 3 – How an electronic tongue can be a tool for innovation in brewing and distilling	Dr. Jacek Obuchowicz	New Food Innovation Ltd.
Technical 4 - Gastrophysics: The psychology of drinking	Professor Charles Spence	University of Oxford
Panel Discussion with Speakers + special guests, wrap up of seminar		12.30 - 13.00
Beer Tasting featuring Innovative Salzburg Specialties	Conrad Seidl	13.00 - 13.30
Lunch with sponsor exhibition		13.30 - 14.30
Stiegl Brewery Tour (2 groups)		14.30 - 16.30
Free Time - Explore the sights of beautiful Salzburg		16.30 - 19.00
Beer and Food Pairing Dinner at the Stiegl Old Machine Room led by the Stiegl craft brewmasters		19.00 - until close



Impressions from the Stiegl Brauerei and Conference Venue





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# Packages on offer



## Wednesday 28<sup>th</sup> of June

### ***Welcome to Salzburg – Package for Day 1***

*For those of you who wish to explore Salzburg but do not want to miss out on brewing using technology of 1912! Experience the Brewhouse, cool ship and cask pitching as well as having a refreshing beer followed by hearty Austrian specialities and some anecdotes from the Brewmaster. Package to include back stage tour of the Brewery as well as food and beverages.*

What	When	Cost for IBD Members	Cost for non IBD Members
Tour of the Augustiner brewery (optional)	3pm		
Welcome drinks at the Augustiner Braustueberl with Brewmaster	6pm	EUR 20.-	EUR 50.-
Dinner at Augustiner Braustueberl with beer served from wooden barrels	7pm		

## IMPORTANT

All food, beer and non-alcoholic drinks included in the Package



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# Packages on offer



## Thursday 29<sup>th</sup> of June -

### ***IBD Sensory and Consumer Masterclass – Package for Day 2***

*Especially tailored to the one day visitor. Welcome to the Stiegl conference centre in the old maltings. With coffee and snacks we will lead through the Sensory and Consumer Science Masterclass seminar with international high caliber speakers. Before lunch we will savor some of the most innovative beers in the German speaking world in a tutored tasting.*

*After lunch a guided tour through Stiegl Brewery and the Brewing museum puts us in the mood for more. Dinner is a food pairing event with beer tasting led by the Stiegl Brewmasters*

What	When	Cost for IBD Members	Cost for non IBD Members
Sensory and Consumer Masterclass seminar	8:30 am		
Lunch – Austrian Specialties	13:30pm		
Brewery Tour of Stiegl – the largest privately owned brewery in Austria	14:30pm	EUR 70.-	EUR 120.-
Dinner with tutored beer and food pairing by the Stiegl Craft Brewmasters.	19:00pm		

## IMPORTANT

All food, beer and non-alcoholic drinks included in the Package



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# Packages on offer

## Full package for both days 1 and 2:

### ***Welcome to Salzburg and IBD Sensory and Consumer Science Masterclass seminar***

*Get the most out of your visit and join us for 2 days! Book the full package and get a EUR 10.- discount as opposed to booking day 1 and day 2 separately.*

What	When	Cost for IBD Members	Cost for non IBD Members
Welcome to Salzburg with Augustiner Brewery tour and Dinner	28 June	EUR 80.-	EUR 160.-
IBD Sensory and Consumer Science Master Class conference package	29 June		
Lunch, innovation beer tastings and Brewery Tour Stiegl	29 June		
Dinner with beer and food pairing	29 June		

**IMPORTANT**  
 All food, beer and non-alcoholic drinks included in the Package





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## Accommodation



***We have reserved 3 Hotel options all in close proximity to the conference venue and Augustiner Brewery. Rooms are limited so please make your reservations using „IBD Event“ as your code to get the rates listed.***

**Hotel Zur Post single EUR 85.- - Double EUR 98.-/Night incl. Breakfast**

**Maxglaner Hauptstrasse 45**

**5020 Salzburg**

**[info@hotelzurpost.info](mailto:info@hotelzurpost.info)**

**[www.stadthotel-salzburg.at](http://www.stadthotel-salzburg.at)**

**Hotel Astoria Single EUR 80.- - Double EUR 98.-/Night incl. Breakfast**

**Maxglaner Hauptstrasse 7**

**5020 Salzburg**

**Tel: 0043 662 834277**

**Fax: 0043 662 834277 40**

**Email: [info@salzburgastoria.com](mailto:info@salzburgastoria.com)**

**<http://www.salzburgastoria.at/>**

**Hotel Junior EUR 98.-/nNight incl. Breakfast**

**Innsbrucker - Bundestraße 49**

**5020 Salzburg**

**ÖSTERREICH**

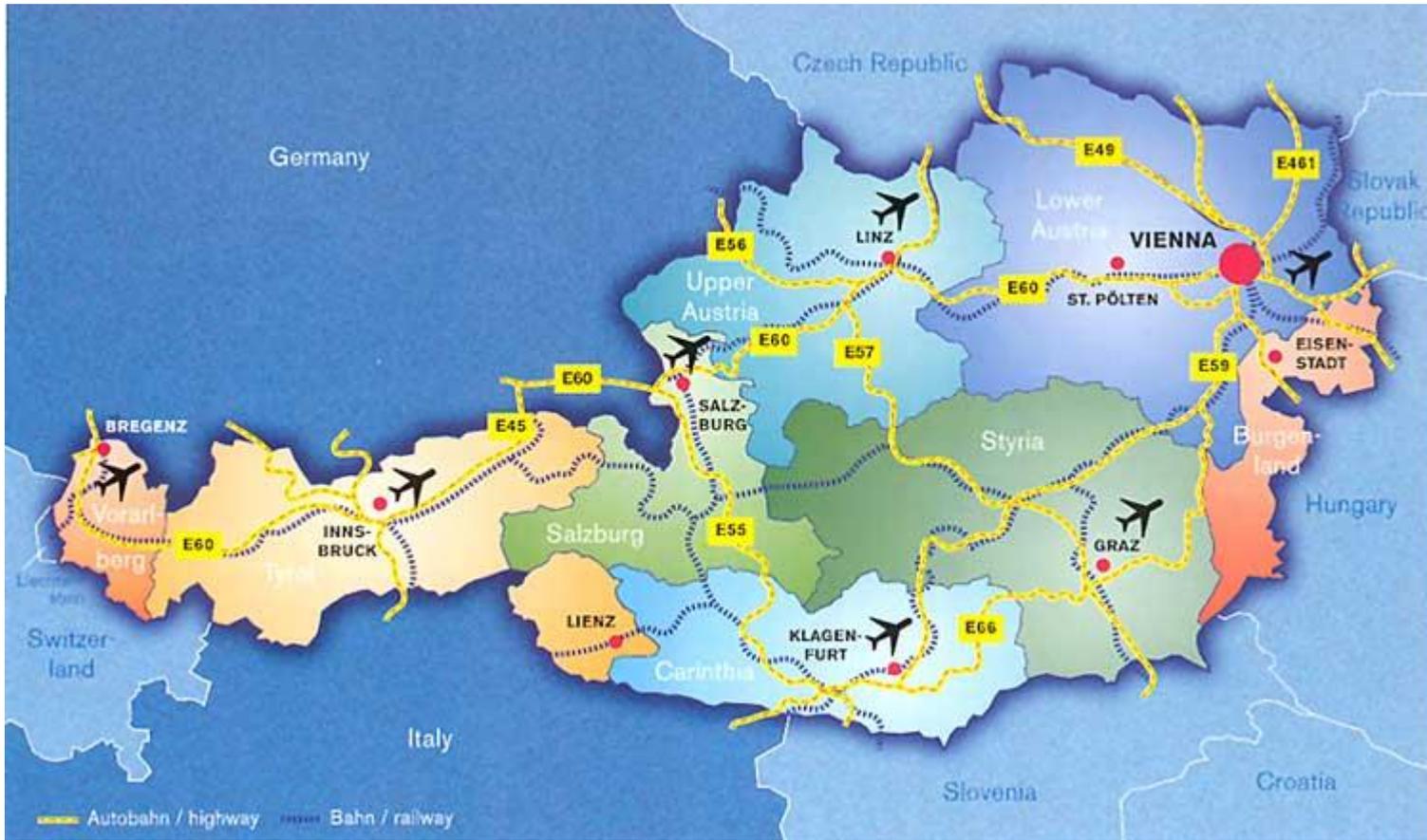
**[office@hoteljunior.at](mailto:office@hoteljunior.at)**

**[www.hoteljunior.at](http://www.hoteljunior.at)**

**Tel.: [+43 662 827 648](tel:+43662827648)**

**Fax: +43 662 827 6483**

# Getting There



**Salzburg is easily accessible with an international Airport and high speed train connections. Closest airports are Salzburg, Munich, Linz. Motorway access from all countries bordering Austria.**



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# Call for Sponsorship



**Opportunity for selected suppliers to present their products and services at the IBD International Section Sensory and Consumer Science Masterclass**

*Salzburg, Austria 28-30<sup>th</sup> of June 2017*

## *Benefits of Sponsorship*

- Access to ~60 delegates from the brewing, distilling and beverage industries.
- Space to present products and services at the event (table + poster board) centrally located at the coffee break areas.
- Free attendance including meals and beverages on both days.
- Free placement in the BDi for Master Class Premium sponsors

## *Cost of Sponsorship*

- *Master Class*
- *858.- GBP (1,000 EUR)*
  
- *Master Class Premium*
- *1,716 GBP (2,000 EUR)*

# Salzburg Impressions

*click image to view video*

