

## European Sensory Network invites industries as partners at the cutting edge of sensory and consumer research

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Since its foundation, the key aims of the European Sensory Network (ESN) have been to improve sensory and consumer research methodology for the benefit of industry and to promote the application of sensory analysis methods in the industry. To help support these aims, the ESN is now offering a direct ESN-Industry Network Partnership with the express purpose of collaborating more closely with industry in the research and development of innovative methods and approaches in sensory and consumer sciences.

The newly established ESN-Industry Network Partnership is open to all interested companies whose scope of activity is in line with the objectives of the sensory experts working together within the ESN - among these the improvement of products by promoting the application of practical sensory analysis and working towards an agreement on methods and approaches. „ESN-Industry Network Partnerships allow industrial companies and ESN members increased networking opportunities, thereby encouraging the organic growth of sensory and consumer sciences in an industrial context through personal discussions and debate“, explains David Lyon, ESN co-founder and industrial advisor of the expert network.

The ESN comprises some of the most experienced academic and applied research institutes and organizations in the field. The network has been very successful for collaboration in research, training and consultancy in sensory and consumer science. Furthermore, David Lyon stresses that, „By establishing an even closer form of cooperation and with the industry we hope to focus and intensify our research activities on questions of the most practical relevance to the industry. In our experience, whenever industry faces the need to explore new sensory and consumer methods and techniques, they profit from the collaboration with the ESN members who are clear leaders in the field.“

The ESN is interested in establishing networking partnerships across a broad spectrum of food and non-food industries. Networking and common research activities will be mostly at a pre-competitive level with the results open to all industry partners and all ESN members.

In addition to a funded and fully collaborative partner research programme, the partnership includes the possibilities of

- collaborative group research involving 2 or more ESN members and 2 or more industry partners, with the results restricted to the group research partners or
- collaborative private research involving 2 or more ESN members and 1 industry partner, with the results restricted to the

private research partners.

Companies entering into the new networking partnership are expected to be active partners and will be required to financially support collaborative research projects with ESN members. Participants should commit to the partnership for a minimum period of three years. Formal networking between ESN members and Industry Partners will be at meetings organized twice a year.

More information as well as an electronic application form is available on the ESN website:

[www.esn-network.com/esn-for-industry.html](http://www.esn-network.com/esn-for-industry.html)

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The European Sensory Network (ESN) is an international association of leading academic and research institutions in the field of sensory and consumer sciences. Presently the network comprises 23 member organisations from 20 countries. ESN members share their knowledge and work towards standard methodologies.

[You can find this press release here](#)