

The Institute of Brewing & Distilling launches the Beer Sensory Analysis course

Thursday 8 June, 2023

The Institute of Brewing & Distilling (IBD), the most widely recognised learning provider of technical education in the brewing industry in the world, has launched a brand new self-assessed and on demand technical course - [Beer Sensory Analysis](#).

This new short course, that reinforces the IBD continuing professional development offering, is aimed at all brewers and quality professionals wanting to improve beer quality through sensory and flavour and run effectively sensory panels. The course would also benefit serious home brewers.

[The Beer Sensory Analysis course](#) provides the knowledge and tools required to understand control beer flavour. It will enable learners to run a range of sensory tests, assess the results and ultimately to improve their brewing process and beer. All displayed in an engaging, interactive and multimedia format.

This course has been developed in collaboration with leading sensory scientists and brewing professionals.

It provides the same technical excellence found in all IBD qualifications, with the benefit of not needing to sit a formal exam.

[The Beer Sensory Analysis course](#)

includes a downloadable and useful PDF with technical information such as:

- The basis of beer flavour
- The descriptors and thresholds of over 100 key flavour compounds
- The beer flavour terminology system and flavour wheel
- How to recruit, screen and train an effective sensory panel
- Tasting room design for breweries of all sizes
- Tasting forms for more than 10 sensory tests
- The statistical tables, equations and calculations to interpret test results

The course features text, videos, animations, quizzes, and games to help enhance your learning. At the end of the course, learners will receive a Certificate of Completion.

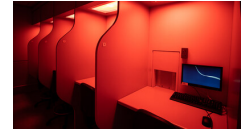
On this announcement, **Stuart Howe**, IBD Technical Development Manager, explains:

"Whatever the size of your brewery, this course should help you better understand beer flavour and to get the best value from your sensory endeavours. It may also save you spending money on the services of companies providing sensory management systems and training. We are confident that not only will you enjoy the course, it will also benefit your career, your brewery, your beer, your consumers and your sales volumes!"

Tom Shelston, IBD Chief Executive Officer, comments:

"This is the 4th short course that we have launched within the past year, showing the IBD commitment to continuous professional development. We are reinforcing our learning offering with these on demand courses to provide dynamic, flexible and cost effective ways to educate professionals in the industry".

Media:



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Additional Assets:

Beer Sensory Analysis Course

<https://www.ibd.org.uk/courses/beer-sensory-analysis-course/>

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