

Taste test volunteers wanted



Taste testers wanted
for products

One of Scotland's top food brands is looking for around 600 volunteers from the public to take part in blind taste tests.

Mackie's is teaming up with Scotland's Rural College (SRUC) and its high-tech mobile sensory lab.

The Aberdeenshire-based family firm is using the Royal Highland Show (RHS) to gather feedback and competitor analysis on its new milk chocolate recipe and comparing its real dairy ice cream with an oil-based major brand.

Karin Hayhow, Mackie's marketing director, said: "We need a wide range of people to give us feedback on the taste of our products."

Dr Neil Clelland of SRUC said: "It gives us a chance to learn more about the consumers' food preferences and distinguish between different groups of people to ensure that they receive the best possible products."