



Taste Testing! Find Out What Students Want!

How to Test Products

1. If you are testing products to be used outside the cafeteria choose a day when you think you can get the most participation. If testing a product to be used in the cafeteria on the a la carte line, choose a day with appropriate menu items to complement the test food.
2. Be sure you will have the food or beverage in stock at the time of testing.
3. Use attractive labels at each testing station. Be sure to include the name of the test food or beverage, as well as an enticing (but brief) description of the item. This helps ensure students are not turning the item down due to uncertainty about what it is.
4. If preparation is needed, prepare food according to instructions.
5. Whether you are testing foods and beverages to be used inside or outside the cafeteria, think about presentation – present foods or beverages in an appealing manner. For example, determine an appropriate garnish, sauce or dressing that should accompany the test food. Ensure not only the test item, but also any condiments or accompaniments are easily accessible by students.
6. Ensure you have plenty of copies of the evaluation form for the students to fill out.
7. Provide pens!
8. Determine the best method for distributing the evaluation forms. Remember, you want as many students as possible to fill them out. You also want to ensure students feel comfortable and will answer honestly. It may help to say, “Please answer honestly,” to each student as they take the form. Think about the following ways to distribute the evaluation forms:
 - i. Distribute them as the student selects the item on the serving line or wherever you are testing the food or beverage. This requires the person distributing the samples to ask each student to take a survey or physically hand them a survey with the food.
 - ii. Distribute them as students exit the cashier line during meal service or as they sit down at their tables.
 - iii. Distribute them during home room or other classroom where you might be holding a taste test – decide what is best for your setting!
9. Determine how you will collect the completed evaluation forms. It may be advantageous to have a drop box (perhaps at each table or in each classroom, depending on where you hold your taste test) where the forms can be submitted anonymously. If you do this, be sure to label the box, and give students clear directions for submitting their forms.
10. Analyze the results to help inform your decision about what foods and beverages to offer. Be sure to communicate the results with your school community!

Elementary Taste Test Evaluation Form

Taste Test Survey

Item Name

Test Date

Place a check in the box!

| "I Tried It" | "I Like It " OR | "I Don't Like It" |
|--------------|---|---|
| |  |  |

Taste Test Survey

Item Name

Test Date

Place a check in the box!

| "I Tried It" | "I Like It " OR | "I Don't Like It" |
|--------------|---|---|
| |  |  |

Middle School Taste Test Evaluation Form

What Do You Think?



_____ Item Name

_____ Test Date

| Do you like... | LIKE | DISLIKE |
|--------------------------|------|---------|
| How the item LOOKS? | | |
| How the item SMELLS? | | |
| The TEXTURE of the item? | | |
| How the item TASTES? | | |

Overall, do you think this item is acceptable? ___YES ___NO

What Do You Think?



_____ Item Name

_____ Test Date

| Do you like... | LIKE | DISLIKE |
|--------------------------|------|---------|
| How the item LOOKS? | | |
| How the item SMELLS? | | |
| The TEXTURE of the item? | | |
| How the item TASTES? | | |

Overall, do you think this item is acceptable? ___YES ___NO

High School Taste Test Evaluation Form

Date: _____

Tell us what you think of the following item!

| Do you like... | LIKE | DISLIKE |
|---|------|---------|
| The LOOK of the item? | | |
| The SMELL of the item? | | |
| The TEXTURE of the item? | | |
| The TASTE of the item? | | |
| Would you like to have this item again? | | |

Date: _____

Tell us what you think of the following item!

| Do you like... | LIKE | DISLIKE |
|---|------|---------|
| The LOOK of the item? | | |
| The SMELL of the item? | | |
| The TEXTURE of the item? | | |
| The TASTE of the item? | | |
| Would you like to have this item again? | | |

Taste testing tools adapted from resources provided by Charlotte-Mecklenburg Schools, Child Nutrition Service.