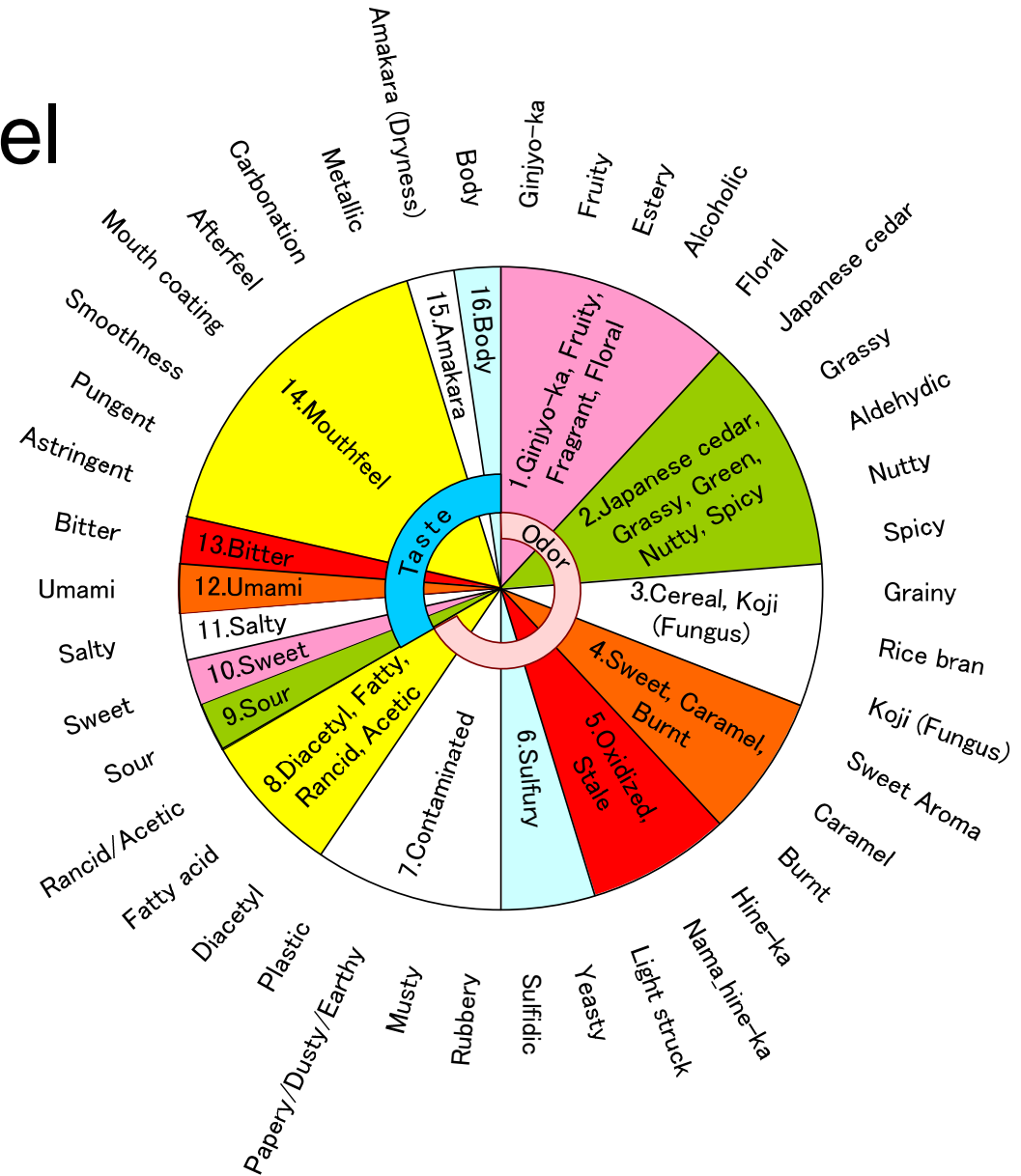


Terminology to describe the aroma of Sake for consumers

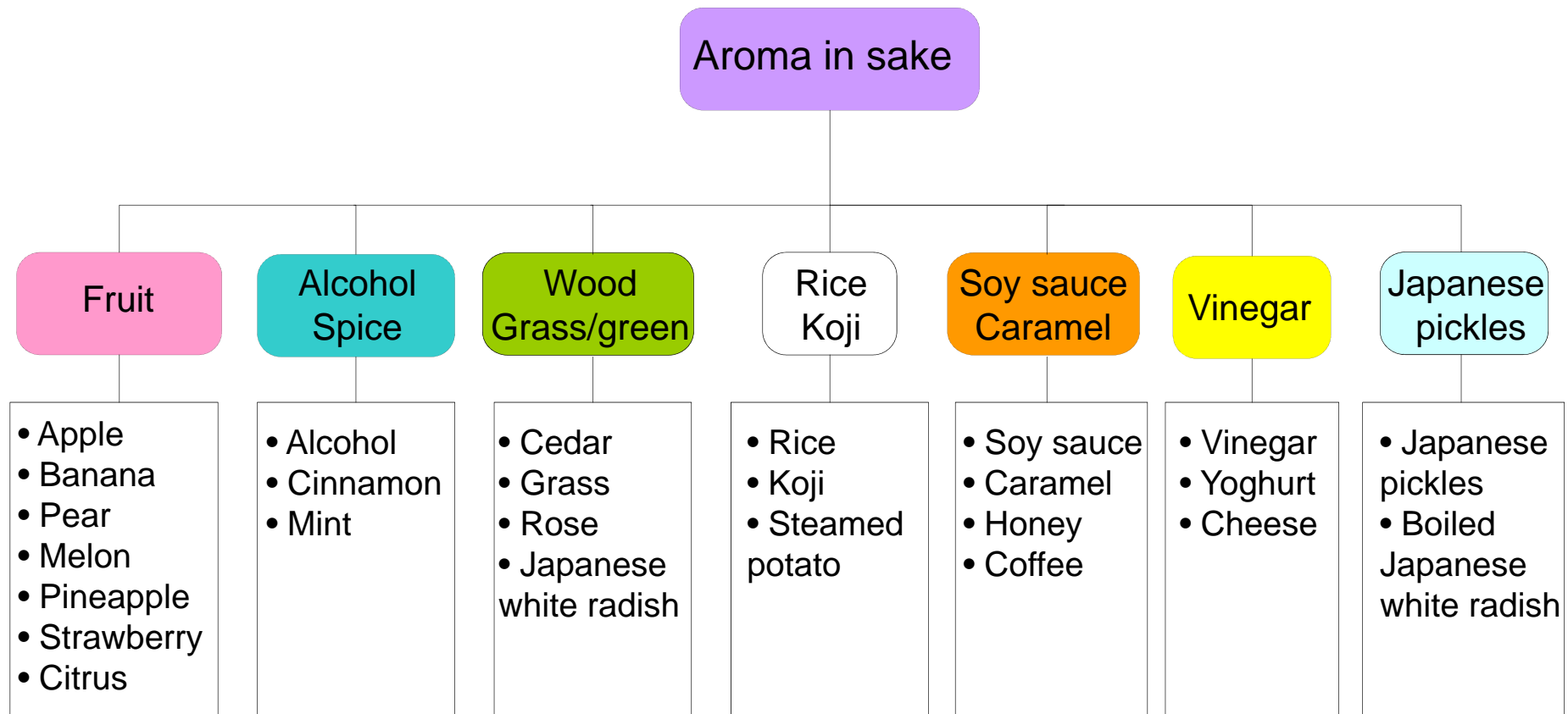
We analyzed terminology for sensory analysis of sake by professionals and published “Flavor Terminology and Reference Standards for Sensory Analysis of Sake”. On the other hand, when consumers taste and describe sake, simple and easy terms, which are different from terminology for professionals, are needed. Thus, sensory analysis of sake by consumers was carried out, and the used terms were analyzed. As a result, terms for sake aromas were divided into 8 categories: apple, banana, alcohol, vinegar, soy sauce/caramel, Japanese pickles “Takuwan” with sulfurous flavor, rice/Koji, and wood/grass. These terms and categories will be useful as a communication tool between consumers and professionals in the Sake sector to describe the character of sake.

H. Utsunomiya et al., *Jpn. J. Taste Smell Res.*, **13**, 595-598 (2006)

Sake flavor wheel for professional purposes



Sake flavor wheel



Aroma profiles of sake by consumers

Fruits aroma was further divided into apple-like and banana-like aroma.