

STANDARDS-RELATED DOCUMENT

SRD-1 to AMedP-1.11

EXAMPLE FOR HEDONIC SCALE - PRODUCT EVALUATION QUESTIONNAIRE FOR FOOD ITEMS

EDITION A, VERSION 1

JUNE 2025



NORTH ATLANTIC TREATY ORGANIZATION

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NATO LETTER OF PROMULGATION

18 June 2025

1. The enclosed Standards Related Document, SRD-1 to AMedP-1.11, Edition A, Version 1, EXAMPLE FOR HEDONIC SCALE – PRODUCT EVALUATION QUESTIONNAIRE FOR FOOD ITEMS, which has been approved in conjunction with AMedP-1.11 by the nations in the Military Committee Medical Standardization Board, is promulgated herewith.
2. SRD-1 to AMedP-1.11, Edition A, Version 1, is effective upon receipt.
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4. This publication shall be handled in accordance with C-M(2002)60.


For Thierry POULETTE
Major General, FRA (A)
Director, NATO Standardization Office

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EXAMPLE FOR HEDONIC SCALE**Product Evaluation Questionnaire for Food Items****PURPOSE AND APPLICATION**

1. The purpose of the hedonic scale in consumer research is to obtain a measure of the degree of how much something is liked or disliked by the consumer. This method is used extensively by both trained and untrained panelists contributing broadly to the work in sensory analysis, product development and marketing research. In the case of military rations, use of this subjective test methodology offers relative simplicity and can be easily and effectively used to measure the level of consumer/ Soldier liking of foods. It can be used to measure the degree of liking or disliking for a series of components, an individual main course or entrée, or ration in its entirety.

2. A typical hedonic scale utilizes 9 anchors or levels of determination and can be presented in either horizontal or vertical formats. The scale is ordinal in nature but is often treated as if it were interval (evenly spaced between categories). While other variations may also use 7 or even 5 anchor points, they will not be presented here. Figure 1 represents an example.

Figure 1. Shown below is a version of a 9-point hedonic scale. Note: This version includes optional numeric values. Such numbering is not necessary but may be helpful in coding and assessing the data.

PRODUCT EVALUATION QUESTIONNAIRE FOR FOOD ITEMS
QUESTIONNAIRE D'ÉVALUATION DES PRODUITS ALIMENTAIRES

For evaluation accuracy, please do not communicate with other tasters prior to completing tasting.

Afin d'obtenir une juste évaluation, veuillez ne pas communiquer avec les autres évaluateurs, avant de compléter votre évaluation.

Product/Produit: _____ Name/Nom: _____

Your opinion is important and has a bearing on whether or not this product will be included in the ration.

Votre opinion est importante et déterminera si oui ou non ce produit sera inclus dans la ration.

Please taste this sample and circle the appropriate rating number / S'il vous plaît, goûtez à cet échantillon et encerclez la note appropriée

Predisposition / Prédisposition:

If you are allergic to this product, please check the following square: ☐

If you don't usually eat this product (dislike this product or a component), please check the following square: ☐

If you have checked either one of these squares, please do not continue this evaluation.

Si vous souffrez d'une allergie à ce produit, veuillez cocher la case suivante : ☐

Si vous ne consommez pas normalement ce produit (aversion à ce produit ou à une composante), cochez la case suivante : ☐

Si vous avez coché l'une ou l'autre des deux cases précédentes, veuillez ne pas continuer l'évaluation.

Appearance: / Apparence:

1	2	3	4	5	6	7	8	9
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely
extrêmement déplaisant	très déplaisant	modérément déplaisant	Légèrement déplaisant	ni plaisant ni déplaisant	Légèrement plaisant	Modérément plaisant	très plaisant	Extrêmement plaisant

Comments/ Commentaires:

Texture: / Texture:

1	2	3	4	5	6	7	8	9
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely
extrêmement déplaisant	très déplaisant	modérément déplaisant	Légèrement déplaisant	ni plaisant ni déplaisant	Légèrement plaisant	Modérément plaisant	très plaisant	Extrêmement plaisant

Comments/ Commentaires:

Flavour: (taste and aroma) / Saveur: (goût et arôme)

1	2	3	4	5	6	7	8	9
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely
extrêmement déplaisant	très déplaisant	modérément déplaisant	Légèrement déplaisant	ni plaisant ni déplaisant	Légèrement plaisant	Modérément plaisant	très plaisant	Extrêmement plaisant

Comments/ Commentaires:

Overall/Globale:

1	2	3	4	5	6	7	8	9
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely
extrêmement déplaisant	très déplaisant	modérément déplaisant	Légèrement déplaisant	ni plaisant ni déplaisant	Légèrement plaisant	Modérément plaisant	très plaisant	Extrêmement plaisant

Comments/ Commentaires:

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