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香港高等教育科技學院

P26

Understanding Sensory Profiles and Consumer Preferences of 7-day Dry-Aged Sirloin and Ribeye

*Mr HU Chiu Ho, BA (Hons) in Culinary Arts and Management,
Department of Hospitality and Business Management*
Supervisor: Ms. Suzanne Ayer STORMS, Assistant Professor & Programme Leader

1. Background

- Rising popularity of dry-aged beef
- Limited research on shorter aging periods for beef

Focus:
- Sensory profiles and consumer preferences for 7-day dry-aged Sirloin and Ribeye

2. Research Objectives

Research Questions:
- How does a 7-day aging process affect the sensory attributes of Sirloin and Ribeye?
- What are the consumer preferences for these cuts?

Objectives:
1. Analyze and compare the sensory profiles of 7-day aged Sirloin and Ribeye
2. Investigate consumer preferences and willingness to pay for these steaks

3. Methodology

Research Design:
- Cross-sectional study with sensory testing and consumer surveys

Data Collection:
- Pre-tasting questionnaires, sensory evaluation, and post-tasting questionnaires

Analysis:
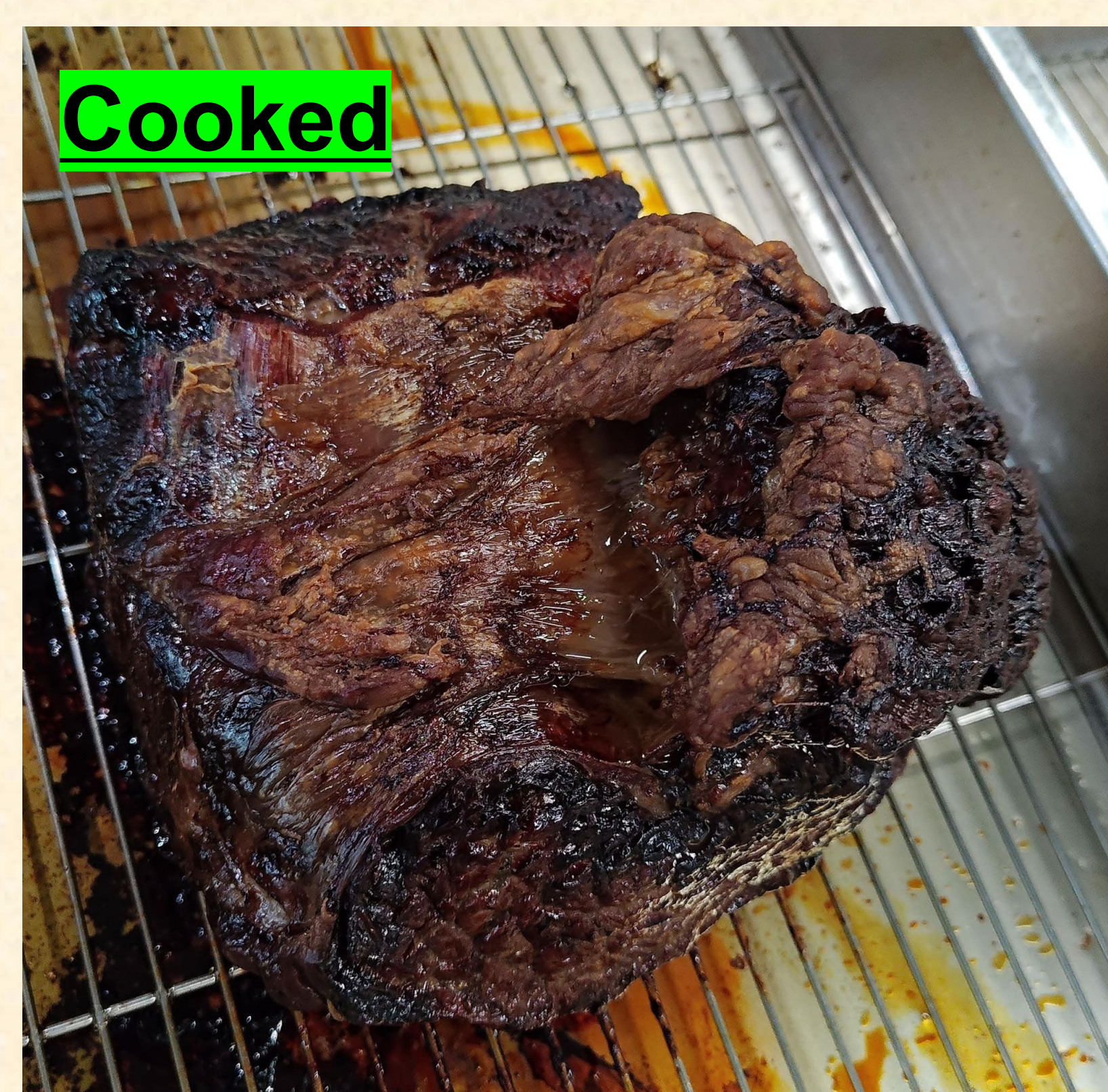- Descriptive statistics and inferential tests (Mann-Whitney U test, Paired-sample T-tests)

4. Findings

Sensory Evaluation:
- Aged-Sirloin rated higher in tenderness and flavor intensity compared to Aged-Ribeye
- No significant difference in overall flavor

Consumer Preferences:
- The majority preferred medium-rare degree of doneness
- Higher willingness to pay a premium for Sirloin despite similar purchase intent for both samples

Statistical Analysis:
- Significant correlations in tenderness and flavor intensity between the aged beef samples
- Complex interplay in consumer preferences

5. Conclusion

Summary:
- Short-term aging (7 days) enhances sensory properties of Sirloin and Ribeye, particularly in flavor and tenderness

Implications:
- Provides insights for producers and retailers to refine product offerings
- Suggests marketing strategies for promoting short-term dry-aged beef

Sirloin

Fresh

Aged

Cooked

Ribeye

Fresh

Aged

Cooked