Drivers of Liking for Smoked Pulled Pork



M. Swaney-Stueve, M. Talavera, B. Severns, R. Wise, & G. Deubler

Kansas City | **A Barbecue Town**











100+ barbecue restaurants in the Kansas City Metro (2017)

Background | **Smoked Meat Research**

Taylor Jaffe[1]
Lexicon for smoked foods

(Published) Smoked Meat Research
Carcinogenic compounds
Sensory characteristics (regional)

Barbecue “Experts” in Kansas City
Type of wood
Type of smoker

Pulled Pork – popular smoked meat



[1]Jaffe, T.R., Wang, H., & Chambers, D. (2017). Determination of a lexicon for the sensory flavor attributes of smoked food products. J Sensory Studies 32 (3).

Research | Descriptive & Consumer Testing

10 pulled pork samples

Factor 1: Wood Type

Hickory
Apple
Mesquite
Oak
(no wood)

Factor 2: Smoker Type

Electric
Charcoal

Consumer Test

N=149
Balanced, complete block design

Descriptive Analysis

6 trained panelists
3 replications





Next Steps | **Future Testing**

Results

Sensory Attribute	Influence on Overall Liking
	+
	+
	+
	+
	-
	-
	-
	-
	-
	-
	-
	-
	-

Future Tests

Other “BBQ” markets
Pellet smoker vs off-set charcoal (wood chunks)
Wood: soaked versus dry







Visit poster #83 to learn the results!