

## Accepted Manuscript

Common roasting defects in coffee: Aroma composition, sensory characterization and consumer perception

Davide Giacalone, Tina Kreuzfeldt Degn, Ni Yang, Chujiao Liu, Ian Fisk, Morten Münchow

PII: S0950-3293(18)30201-5

DOI: <https://doi.org/10.1016/j.foodqual.2018.03.009>

Reference: FQAP 3488

To appear in: *Food Quality and Preference*



Please cite this article as: Giacalone, D., Degn, T.K., Yang, N., Liu, C., Fisk, I., Münchow, M., Common roasting defects in coffee: Aroma composition, sensory characterization and consumer perception, *Food Quality and Preference* (2018), doi: <https://doi.org/10.1016/j.foodqual.2018.03.009>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

# Common roasting defects in coffee: Aroma composition, sensory characterization and consumer perception

Davide Giacalone<sup>a</sup>, Tina Kreuzfeldt Degn<sup>b</sup>, Ni Yang<sup>c</sup>, Chujiao Liu<sup>c</sup>, Ian Fisk<sup>c</sup>, Morten Münchow<sup>b,d,e</sup>

<sup>a</sup>*University of Southern Denmark, Odense, Denmark*

<sup>b</sup>*University of Copenhagen, Frederiksberg, Denmark*

<sup>c</sup>*University of Nottingham, United Kingdom*

<sup>d</sup>*CoffeeMind, Valby, Denmark*

<sup>e</sup>*Specialty Coffee Association, Essex, United Kingdom*

---

## Abstract

The demand for high quality and specialty coffee is increasing worldwide. In order to meet these demands, a more uniform and standardized quality assessment of coffee is essential. The aim of this study was to make a sensory scientific and chemical characterization of common roasting defects in coffee, and to investigate their potential relevance for consumers' acceptance of coffee. To this end, six time-temperature roasting profiles based on a single origin *Arabica* bean were developed: one 'normal', representing a reference coffee free of defects, and five common roast defects ('dark', 'light', 'scorched', 'baked' and 'underdeveloped'). The coffee samples obtained from these beans were evaluated by means of 1) aroma analysis by Gas Chromatography-Mass Spectrometry (GC-MS), 2) sensory descriptive analysis (DA) by trained assessors, and 3) hedonic and sensory evaluation by consumers using a Check-All-That-Apply (CATA) questionnaire.

Multivariate analyses of aroma, DA, and CATA data produced similar sample spaces, showing a clear opposition of the light roast to the dark and scorched roasts), with the normal roast having average values of key aroma compounds. The DA data confirmed this indications and showed the normal roast to have a balanced sensory profile compared to the other defects. Importantly, the normal roast was also significantly preferred in the consumer

---

\*Corresponding author

URL: dg@iti.sdu.dk (Davide Giacalone)

test ( $N = 83$ ), and significantly associated to positive CATA attributes 'Harmonic', 'Pleasant', and 'Balanced'. Taken overall, the results provide a solid basis for understanding chemical and sensory markers associated with common roasting defects, which the coffee professionals may use internally in both quality control and product development applications.

*Keywords:* coffee, clean cup, food quality, roasting defects, consumers vs experts.

---

## 1. Introduction

### 1.1. Quality grading in the coffee industry vs. sensory analysis

With more than 2 billion cups consumed around the globe on an everyday basis, coffee is the the most important beverage commodity traded in world markets (Nair, 2010; Ponte, 2002). Coffee consumption rates have increased 1-2% per year worldwide during the last decades, and especially the demand for specialty and high quality coffee has experienced the sharpest increase over the last years (Bhumiratana et al., 2011). Coffee quality is determined by numerous factors, such as the origin, post harvesting process and roasting of the coffee beans, different grinding and brewing methods, and serving conditions (Agresti et al., 2008; Baggenstoss et al., 2008; Brown and Diller, 2008; Lee and O'Mahony, 2002; Steen et al., 2017). In the coffee industry, several quality grading methods are used to classify the coffee at different stages of the production leading to a large number of classification systems related to plant type, origin, process treatment, defect count or bean size (Ribeiro et al., 2009). Such methods, however, do not necessarily relate much to the eventual sensory quality of the brews. Therefore, sensory evaluation is a crucial important tool to determine the drinking quality of the coffee.

In the coffee industry, sensory quality grading of brewed coffee, usually referred to as 'cupping', is conducted by expert 'cuppers' (Feria-Morales, 2002; Di Donfrancesco et al., 2014). Typically, the procedure consists of tasting three to ten cups of the same coffee, prepared according to brewing conditions standardized with regard to temperature, contact time, water to coffee ratio, water quality and brewing method (SCAA, 2009; ISO, 2008). The cupping score sheet includes important flavor attributes for coffee, ranging from 0 to 10. In the current version, these are Fragrance/Aroma, Flavor, Aftertaste, Acidity, Body, Balance, Uniformity, Clean Cup, Sweetness, Defects, and Overall. However, unlike assessors in sensory descriptive analysis,

29 cuppers do not rate the intensity but rather give a subjective appraisal of the  
30 individual attributes. For example, a high grade in Acidity would indicate  
31 how well the sourness of the coffee fits within the context of that particular  
32 coffee, regardless of absolute intensity. This blend of hedonic and analytical  
33 assessment marks perhaps the most important difference with scientific  
34 sensory analysis.

35 Generally speaking, expert cupping is more anchored in the product grading  
36 tradition than it is in proper sensory analysis. Indeed, in spite of their  
37 widespread application, from a scientific point of view current cupping pro-  
38 cedures can be criticized on several grounds. Firstly, while sensory science  
39 methods rely of a larger pool of assessors to ensure robustness in the results,  
40 the coffee branch mostly relies on few expert tasters with years of experience.  
41 Oftentimes, only one or two tasters are responsible for the quality grading  
42 of a large number of coffee samples, sometimes amounting to more than 200  
43 cups per day. Furthermore, the tasting are often not blind, meaning that  
44 the expert cuppers will typically have information about the coffee variety,  
45 supplier, etc. (Feria-Morales, 2002). Finally, until recently<sup>1</sup> there was no  
46 consensus regarding the sensory vocabulary or the use of particular scales,  
47 which still vary quite substantially depending on the country of origin of the  
48 coffee, and even on the individual company performing the cupping (Feria-  
49 Morales, 2002). Accordingly, two previous studies (Di Donfrancesco et al.,  
50 2014; Feria-Morales, 2002) have reported a poor correlations between results  
51 from 'cupping' (sensory evaluation by coffee experts) and descriptive sensory  
52 analysis with trained panelists, leading the authors to the conclusions that  
53 these two approaches are not interchangeable.

54 Another notable difference from sensory evaluation is that the quality  
55 judgments in cupping combine an overall quality scale (presumably reflect-  
56 ing consumer dislikes) with diagnostic information about defects, whereas  
57 in mainstream sensory evaluation these two functions (descriptive and con-  
58 sumer) would be typically separated in two distinct tests with different re-  
59 spondents (Lawless and Heymann, 2010). Assuming that the opinion of a  
60 single (or a few) expert can effectively predict consumer preferences is ex-  
61 tremely questionable: in fact, particularly for coffee, recent evidence indi-

---

<sup>1</sup>Shortly after this study was conducted, a standardized vocabulary for coffee evaluation had just been released based on a comprehensive work carried out at Kansas State Univesity (<https://worldcoffeeresearch.org/work/sensory-lexicon/>).

62 cates that quality evaluations performed by coffee experts do not necessarily  
63 correspond to consumer preferences (Giacalone et al., 2016).

64 A final problematic aspect with cupping protocols is the use of holis-  
65 tic quality attributes that rely substantially more on the experts' product  
66 knowledge and expectations regarding what is desirable in a coffee (simi-  
67 lar to typicality judgments for wine), rather than on clearly defined sensory  
68 properties.

### 69 *1.2. Motivation for the present study*

70 One quality attribute that has recently gained attention is the concept  
71 of 'clean cup' or 'cleanliness', which has been used in the scientific literature  
72 as a sensory attribute for coffee (Ribeiro et al., 2011, 2012), and which is  
73 now included in the most important cupping protocols (ISO, 2008; SCAA,  
74 2009). The attribute is not related to sanitary aspects (despite what the  
75 name might suggest), but is instead used as a quality attribute related to  
76 the absence of absence of flaws/defects, which is purportedly associated to  
77 consumer preferences.

78 Situated within this context, the aim of this study was to understand  
79 the compositional and sensory basis of common roasting defects in coffee, as  
80 well as their relation with consumers' perception and preferences. Although  
81 defects in coffee may arise from different sources (indeed, concepts like 'clean  
82 cup' are most often associated with quality control of green coffee by experts  
83 (Feria-Morales, 2002)), we chose to focus on defects related to the roasting  
84 process resulting in off-flavours in the coffee brew, as previous research has  
85 shown that coffee's distinct aroma profile is very closely related to the time-  
86 temperature profiles used during the roasting (Baggenstoss et al., 2008; Masi  
87 et al., 2013; Fisk et al., 2012; Yang et al., 2016).

88 Specifically, the chosen strategy was to focus on six distinct roasting pro-  
89 files, obtained by varying time and temperature in the roasting process (see  
90 section 2.1). One of them was roasted to represent a standard roast free of  
91 defects, according to recommendations of the Specialty Coffee Association  
92 of Europe (Münchow, 2016). The remaining five represented instead roast  
93 defects commonly found in the marketplace.

94 Moreover, this study extends a previous investigation in which the aroma  
95 volatile composition of coffee brewed from these six roasting profiles was  
96 documented (Yang et al., 2016). The goal of this earlier work was to investi-  
97 gate the formation of aroma compounds in these different time-temperature  
98 profiles, in order to identify marker compounds associated with each defect.

99 Due to the complexity of aroma interactions, it is however uncertain whether  
100 those chemical changes correspond to perceptually relevant differences in the  
101 coffee. Thus, in the present paper, we continue this line of work by presenting  
102 the following new data and analyses:

- 103 1. A perceptual characterization of the same coffee samples by sensory  
104 descriptive analysis, in order to document the sensory properties asso-  
105 ciated with each roasting profile, as well as to look at the differentiation  
106 between the Normal roast and the defects;
- 107 2. An exploration of the relationship between the instrumental and sen-  
108 sory data, in order to evaluate the degree to which the aroma compo-  
109 sition is predictive of the perceptual quality of the coffee;
- 110 3. A consumer test focusing on consumer perception and liking of coffee  
111 brewed from the different roasting profiles, carried out to understand  
112 whether absence of defects bears any correspondence with actual con-  
113 sumer preferences for coffee.

## 114 2. Materials and methods

### 115 2.1. Roasting profiles

116 The coffee used in the study was a single-origin washed Kenyan *Arabica*  
117 from the wet mill Ndaroini, from crop year 2012/2013 and 2013/2014. The  
118 beans were roasted using a Probat drum roaster (Probat-Werke, Germany)  
119 modified to include additional temperature sensors to monitor bean temper-  
120 ature. Due to the limited batch size of the Probat roaster (1 kg), the coffee  
121 was roasted on two separate occasions: one batch for the sensory evaluation,  
122 and one batch for the consumer and aroma analysis. The coffee beans sam-  
123 ples were individually packed in odor-free air-tight package, and kept in a  
124 cold storage at 5 °C.

125 Six different roasting profiles were obtained by varying start tempera-  
126 ture and roasting time. Five of the roasting profiles were created to obtain  
127 common roasting defects, whereas the last served as a control ('Normal')  
128 roast. These roasting profiles were developed by a panel of six coffee experts  
129 from the Specialty Coffee Association of Europe (SCAE), headed by the last  
130 author, to be part of SCAE roasting certification system, which provides a  
131 systematic framework for evaluation of roasting defects (Münchow, 2016).  
132 They were designed by modulating the roasting process on three different  
133 dimensions: roasting degree, time before 'first crack' (when a popping sound

Table 1: Roasting conditions for the six roasting profiles. <sup>a</sup>Air temperature when the beans entered the roaster; <sup>b</sup>Time from 'first crack' to the end of the roast; <sup>c</sup>Spectrophotometric measure indicating the color of the roast (smaller numbers indicate darker roasts)

Roasting Profile	Starting Temperature <sup>a</sup> (°C)	Developing Time <sup>b</sup> (min)	Total Roasting Time (min)	Agtron <sup>c</sup>
Normal	210	02:40	11:25	74.4
Light	210	00:10	08:40	116.6
Scorched	275	01:50	07:40	66.0
Dark	220	04:45	13:45	45.7
Baked	230	06:20	18:00	68.3
Underdeveloped	135	02:30	20:20	74.9

134 is first heard during roast), and time after first crack, which represent the  
 135 roasting phases were the beans undergo significant the most significant chem-  
 136 ical and physical changes - see Schenker et al. (1999, 2000) for an overview.  
 137 A visual representation of the variation in time-temperature profiles is given  
 138 in Figure 1, whereas detailed roasting conditions are reported in Table 1.



Figure 1: Plot of temperature development over time for the six roasting profiles

139 The main characteristics of the six roast profiles are the following:

- 140 • *Normal*. A reference coffee roast with time-temperature profile accord-  
 141 ing to roasting guidelines of the Specialty Coffee Association of Europe



142 (Münchow, 2016) with respect to initial temperature, developing time  
143 and total roasting time (Table 1). The coffee attained the highest  
144 'Clean Cup' grade (10) by an experienced coffee roaster (author MM).

145 • *Light*. This roast defect has a temperature curve similar to the normal  
146 roast, but the roasting process was stopped about 4 min earlier, result-  
147 ing in a shorter development time (Table 1). This prevented full aroma  
148 development from occurring. Accordingly, Yang et al. (2016) found a  
149 reduction in most volatile compounds for this sample compared to the  
150 Normal roast, with the exception of the heterocyclic compound indole  
151 (flowery, mothball-like), which was proposed as chemical marker for  
152 this defect.

153 • *Scorched*. The roasting process for this defect closely resembles that of  
154 the Normal roast profile, but it was quicker and at a higher temper-  
155 ature (Figure 1). This high temperature-short time combination was  
156 found to cause a major change in aroma composition compared to the  
157 Normal roast. In particular, higher levels of the compounds 4-Ethyl-  
158 2-methoxyphenol, pyridine, phenol and difurfuryl ether (Yang et al.,  
159 2016). According to the known properties of these compounds, the  
160 coffee brewed from this roast could expectedly be described as smoky,  
161 burnt, roasted, bitter and astringent.

162 • *Baked*. The Baked roast had a temperature curve that start at a higher  
163 initial temperature in the bean compared to the Normal roast, and its  
164 roasting time lasted about 6 minutes longer (Table 1). The result-  
165 ing aroma profile revealed a slight increase in most aroma compounds  
166 compared to the Normal roast, with the largest increase found for the  
167 compounds maltol (caramel-like), difurfuryl ether (roasted), and pyri-  
168 dine (roasted, burnt) (Yang et al., 2016).

169 • *Underdeveloped*. In this defect, the coffee was roasted at a much lower  
170 initial temperature (135°C) and for 8 minutes longer than the Normal  
171 roast. In the authors'intention, the stalling of the temperature curve  
172 at the beginning of the roast should have prevented the development of  
173 many of the characterizing coffee aromas. This should have resulted in  
174 a flat, slightly sour coffee. Nevertheless, Yang et al. (2016) found that,  
175 despite the lower initial temperature, the relative abundance of most



176 compounds was comparable to that of the Normal roast. It is thus ex-  
177 pected that these two samples would be close from a perceptual point  
178 of view. The main difference with the Normal roast was the higher con-  
179 centration of the compound 2,5-dimethylfuran (ether-like odor) (Yang  
180 et al., 2016).

181 • *Dark*. Finally, the Dark defect was roasted with a temperature curve  
182 similar to the normal roast, but for 2 minutes longer. As for the  
183 Scorched roast, this resulted in a general increase in aroma compounds  
184 compared to the Normal roast, most notably in the phenolic compounds  
185 4-Ethyl-2-methoxyphenol and phenol (Yang et al., 2016). This would  
186 expectedly results in a coffee brew that could described as smoky or  
187 burnt.

188 All in all, the sample space obtained can be sees as reflecting a consen-  
189 sus representation among coffee professionals of common roasting defects,  
190 whereas the Normal reference would be regarded as clean (free of defects).  
191 Admittedly, the definition of the six roasting profiles took as point of depar-  
192 ture current roasting practises in the European market (especially Northern  
193 Europe), and may not necessarily apply to other geographical regions where  
194 e.g. darker or lighter roasts may be more common.

## 195 2.2. Brewing

196 Sample preparation for the GC-MS analysis is described in Yang et al.  
197 (2016). This section describes brewing procedures using in relation to the  
198 sensory and consumer tests.

199 The packaged coffee beans were ground the day of serving using an elec-  
200 tronic coffee grinder (KG 49, Delonghi, Austria), approximately three hours  
201 prior to tasting. The coffee was brewed using French press brewers (3 Cup  
202 Black Cafetiere, Argos, UK) by adding 50g (+/- 0.5g) of coarse ground cof-  
203 fee to 900g (+/- 5g) water. The hot water (approximately 95°C) was poured  
204 over the grounds and the plunger was pressed down after 4 minutes and  
205 then decanted. 100 ml coffee was poured into each porcelain cup and the  
206 coffee settled in the cups in Thermaks cabinets at 22°C to a temperature  
207 of 60°C (+/- 1°C) at which it was served. For the consumer test the coffee  
208 was held in thermos prior to serving for no more than 60 minutes before  
209 100 ml was poured into each porcelain cup and settled to a temperature of  
210 60°C (+/- 1°) at which it was served. The thermos was labelled with sam-  
211 ple number and the same flask was used only for that sample throughout

212 the entire test period. From the literature various serving temperatures for  
213 coffee are suggested. There seems to be consensus of a serving temperature  
214 in the range of 80-85°C among established coffee authorities and producers  
215 (Merrild, n.d.; National Coffee Association of America, n.d.), whereas several  
216 different consumer studies reveals that most consumers prefer a serving tem-  
217 perature between 60 and 70°C (Borchgrevink et al., 1999; Lee and O'Mahony,  
218 2002). The temperature of 60°C was chosen as it is low enough not to in-  
219 duce scalding hazards (Brown and Diller, 2008) and also represents the same  
220 temperature as the coffee would normally be consumed by the consumer.

### 221 *2.3. Aroma composition analysis (GC-MS)*

222 Analyses of volatile aroma compounds was conducted using a trace 1300  
223 Gas Chromatograph-Mass Spectrometer (Thermo Fisher Scientific, Hemel  
224 Hempstead, UK). Volatiles were identified by comparing their mass spectrum  
225 with that of authentic compounds and/or with spectra in reference libraries.  
226 Concentrations was calculated with use from the internal standard and ex-  
227 pressed in ppb. We refer the reader to Yang et al. (2016) for the detailed  
228 protocol used for the GC-MS analysis.

### 229 *2.4. Sensory descriptive analysis*

230 A descriptive analysis was carried out based on the principles of the Quan-  
231 titative Descriptive Analysis. Nine assessors were recruited from the sensory  
232 panel at the University of Copenhagen. All assessors had been screened for  
233 sensory acuity and availability prior to inclusion in the sensory panel and were  
234 experienced in sensory evaluation of food prior to the study. The profiling  
235 took place in the sensory laboratory of University of Copenhagen standard-  
236 ized after ISO guidelines (ISO 8589:2007) and following good sensory practice  
237 (Lawless and Heymann, 2010).

238 The panel was instructed to evaluate the samples by the cupping method,  
239 where the coffee is aspirated into the mouth from a spoon (SCAA, 2009). As-  
240 sessors were instructed to cleanse the mouth with plain white toast bread,  
241 milk and tepid water before the first and between each sample. All samples  
242 was served warm at a temperature of 60°C (+/- 1°C) in porcelain cups, blind  
243 labelled and with a three digit code. The profiling was carried out over four  
244 consecutive days (two days of training and two days of evaluation). The as-  
245 sessors initially generated their own attributes, and were later supplemented  
246 with a list of potential attributes and references to help the panel reach con-  
247 sensus on the meaning on the attributes. The final set of attributes and the

Table 2: Final set of attributes developed for the DA with corresponding scale anchors and reference material

Modality	Attribute	Scale	Reference material
Overall	Intensity	A little → A lot	
	Complexity	A little → A lot	
Taste	Acidic	A little → A lot	0.50 g/L solution of citric acid
	Bitter	A little → A lot	Tepid strongly brewed dark roasted coffee
	Sweet	Nothing → A lot	7.3 g/L solution of sucrose
Flavor	Burnt	A little → A lot	Dark roasted toast bread
	Tobacco	Nothing → A lot	Roasted Red Orkil tobacco
	Licorice	Nothing → A lot	Karlsens licorice granulate
	Chocolate	Nothing → A lot	Amma 100% chocolate
	Dark Berries	Nothing → A lot	Elderberry juice, black currant juice and water (ratio 1:0.5:4)
	Roasted Ryebread	Nothing → A lot	Roasted 100% ryebread
	Nutty	Nothing → A lot	Roasted hazel nuts
	Caramel	Nothing → A lot	Dark syrup
	Citrus	Nothing → A lot	Thin slices of lemon and lime
Mouthfeel	Astringent	A little → A lot	
Aftertaste	Acidic	A little → A lot	
	Bitter	A little → A lot	
	Burnt	A little → A lot	

248 associated references are reported in Table 2. The coffee samples were rated  
 249 on a 15 cm unstructured line scale using the FIZZ software (Biosystemes).  
 250 The coffee was evaluated in individual sensory booths using a randomized  
 251 block design for the serving order, whereby each assessors evaluated each  
 252 sample three times.

### 253 2.5. Consumer test

254 Eighty-three regular coffee consumers (40 males and 43 women, aged 18-  
 255 70) participated in the test on a voluntary basis. Consumers were served the  
 256 six samples monadically. The serving order was randomized across consumers  
 257 following a balanced block design.

258 Unlike the trained panel, the consumers did not receive any specific in-  
 259 structions other than to drink the coffee as they would normally do. For each  
 260 sample, they were first asked to rate the overall liking on a 9-point hedonic  
 261 scale, and then to complete a check-all-that-apply (CATA) question. The  
 262 latter consisted of 30 attributes, including both sensory and hedonic terms  
 263 (the full list is visible in Table 6). The order in which the CATA attributes  
 264 appeared on the ballots was randomized both *between* and *within* assessors  
 265 to minimize possible order biases (Ares and Jaeger, 2013). At the end of  
 266 the test, participants were asked to fill in a questionnaire with background  
 267 information concerning their demographic and coffee habits (Table 3).

Table 3: Information on the consumer sample who participated in the study ( $N = 83$ ).

Background variable	$N$
<b>Gender</b>	
Males	40
Females	43
<b>Age</b>	
19-29	49
30-49	23
50+	11
<b>Coffee drinking frequency</b>	
> 5 cups a day	7
3 to 5 cups a day	30
1 to 2 cups a day	28
1 to 6 cups a day	13
< 1 cup a week	5

268 The evaluations took place at the Department of Food Science, University  
 269 of Copenhagen, in a well-lit air-conditioned room at a temperature around  
 270 22-24°C. On average, consumers used approximately 30 minutes to complete  
 271 the test.

## 272 2.6. Data analysis

273 All analyses were performed in R (Team, 2014) using either native func-  
 274 tions or functions from the packages FactoMineR (Lê et al., 2008) and  
 275 RVAide Memoire (Hervé, 2015). For analyses of inferential nature, the  
 276 usual  $\alpha = 0.05$  level for statistical significance was considered.

### 277 2.6.1. Sensory descriptive analysis

278 Differences in mean ratings between the samples in each of the sensory  
 279 attributes were assessed by ANalysis Of VAriance (ANOVA) using a mixed  
 280 model with sample and replicate as fixed effects, and assessors as random.  
 281 When significant fixed effects were found, the ANOVA was followed by post-  
 282 hoc comparison by Tukey’s Honestly Significant Difference test. To enable  
 283 a visual exploration of the sensory results, Principal Component Analysis  
 284 (PCA) was performed on the significant sensory attributes using data aver-  
 285 aged across both replications and assessors. The data were mean-centered

286 and scaled column-wise (i.e., values were multiplied by the inverse of the  
287 standard deviation for that attribute) prior to the computation of the PCA  
288 model.

### 289 *2.6.2. Relationships between sensory and instrumental aroma measurements*

290 In order to explore relationships between the aroma composition and the  
291 sensory data, a Multiple Factor Analysis (MFA) (Husson et al., 2005) was  
292 conducted using two inputs matrices: one containing aroma compounds con-  
293 centrations, and one containing sensory attributes. Both datasets contained  
294 data averaged across samples and only included compounds and sensory at-  
295 tributes that significantly discriminated between the samples assessed by  
296 ANOVA<sup>2</sup>.

### 297 *2.6.3. Consumer data: Liking and CATA evaluations*

298 A mixed model ANOVA was performed to uncover differences in mean  
299 liking ratings between the samples. The model included sample as fixed effect  
300 and consumer as random, and was followed by pairwise comparisons by Tukey  
301 Honestly Significant Difference (HSD). The CATA responses were rendered  
302 as a dichotomous data where a value of 1 indicated that an attribute had been  
303 checked and a value of 0 indicated the opposite. Differences between samples  
304 with respect to frequency of mention on each individual CATA attribute  
305 were assessed using Cochran's Q Test, as customary for this type of data  
306 (Meyners et al., 2013). To visualize the frequency of associations of samples  
307 with the CATA attributes a correspondence analysis was performed on the  
308 contingency table.

## 309 **3. Results**

### 310 *3.1. Sensory descriptive analysis*

311 Table 4 shows the results of the ANOVA analyses on the DA data. All but  
312 two attributes (*nutty* and *caramel*) were found to significantly discriminate  
313 between the samples.

314 The PCA scores and loadings plot for the model using averaged DA data  
315 are shown in Figure 2 and Figure 3, respectively. The first two model dimen-  
316 sion accounted for high proportion of the variance (over 95%) in the sensory  
317 profiles, indicating a clear variance structure in the data.

---

<sup>2</sup>ANOVA results for the GC-MS data are shown in Yang et al. (2016)

Table 4: Mean ratings (15 cm unstructured scale) for each sensory attributes for each of the six roasting profiles. The last two columns show the  $F$  value for the sample effect from the corresponding ANOVA model and the associated  $p$  value (*n.s.*= not significant; \*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$ ). Within rows, means not sharing superscript letters are significantly different ( $p < 0.05$ ), following pairwise comparison by Tukey HSD test. Attributes are ranked by decreasing size of the  $F$  statistic, i.e. by most to least discriminating attribute.

Attribute	Normal	Baked	Dark	Light	Scorched	Underdev.	$F_{(5,150)}$	$p$
Intensity	9.2 <sup>b</sup>	9.3 <sup>b</sup>	11.5 <sup>a</sup>	3.8 <sup>c</sup>	11.9 <sup>a</sup>	8.2 <sup>b</sup>	35	***
Burnt	9.1 <sup>b</sup>	8.9 <sup>b</sup>	12 <sup>a</sup>	3.9 <sup>c</sup>	11.8 <sup>a</sup>	8 <sup>b</sup>	32.6	***
Bitter	9.6 <sup>b</sup>	10.3 <sup>b</sup>	12.2 <sup>a</sup>	4.8 <sup>c</sup>	12.4 <sup>a</sup>	9.1 <sup>b</sup>	31.3	***
Burnt (Aftertaste)	7.8 <sup>b</sup>	8.4 <sup>b</sup>	12.2 <sup>a</sup>	3 <sup>c</sup>	11.2 <sup>a</sup>	6.7 <sup>b</sup>	31.1	***
Tobacco	8.2 <sup>b</sup>	7.4 <sup>bc</sup>	10 <sup>a</sup>	4 <sup>d</sup>	9.9 <sup>a</sup>	6.9 <sup>c</sup>	20.9	***
Bitter (Aftertaste)	8.8 <sup>b</sup>	9 <sup>b</sup>	11.3 <sup>a</sup>	4.1 <sup>c</sup>	11.1 <sup>a</sup>	7.7 <sup>b</sup>	18.3	***
Citrus	5.7 <sup>b</sup>	4.4 <sup>bc</sup>	1.9 <sup>c</sup>	8.8 <sup>a</sup>	3 <sup>c</sup>	5.2 <sup>bc</sup>	16.6	***
Licorice	5.4 <sup>b</sup>	5.9 <sup>ab</sup>	6.7 <sup>a</sup>	2.3 <sup>c</sup>	6.6 <sup>a</sup>	5 <sup>b</sup>	10.6	***
Astringent	9.2 <sup>ab</sup>	9.1 <sup>ab</sup>	10.9 <sup>a</sup>	5.7 <sup>c</sup>	10.6 <sup>a</sup>	8.3 <sup>b</sup>	8.4	***
Sweet	3.8 <sup>b</sup>	3 <sup>bc</sup>	2.3 <sup>c</sup>	5 <sup>a</sup>	2.2 <sup>c</sup>	3.7 <sup>b</sup>	5.2	***
Chocolate	6.2 <sup>ab</sup>	6.9 <sup>ab</sup>	6 <sup>ab</sup>	3.4 <sup>c</sup>	7.1 <sup>a</sup>	5.4 <sup>b</sup>	4.9	***
Acidic (Aftertaste)	10.3 <sup>a</sup>	7.9 <sup>b</sup>	5.7 <sup>c</sup>	8.6 <sup>ab</sup>	8.2 <sup>b</sup>	9.3 <sup>ab</sup>	4.7	***
Complexity	8.8 <sup>a</sup>	8.4 <sup>ab</sup>	6.5 <sup>b</sup>	5.2 <sup>c</sup>	7.3 <sup>ab</sup>	7.6 <sup>ab</sup>	4.6	***
Roasted Ryebread	6.9 <sup>abc</sup>	7.2 <sup>ab</sup>	5 <sup>c</sup>	8.6 <sup>a</sup>	5.9 <sup>bc</sup>	6.7 <sup>abc</sup>	3.5	**
Acidic	9.3 <sup>a</sup>	7.6 <sup>ab</sup>	6.5 <sup>b</sup>	8.7 <sup>a</sup>	7.9 <sup>ab</sup>	9.3 <sup>a</sup>	2.9	*
Dark Berries	5.7 <sup>a</sup>	6.2 <sup>a</sup>	3.7 <sup>b</sup>	5.3 <sup>ab</sup>	5 <sup>ab</sup>	5.9 <sup>a</sup>	2.6	*
Nutty	4	5.1	4	5.9	4.1	4.3	1.8	n.s.
Caramel	3.3	3.6	2.9	4.2	3	2.7	1.2	n.s.

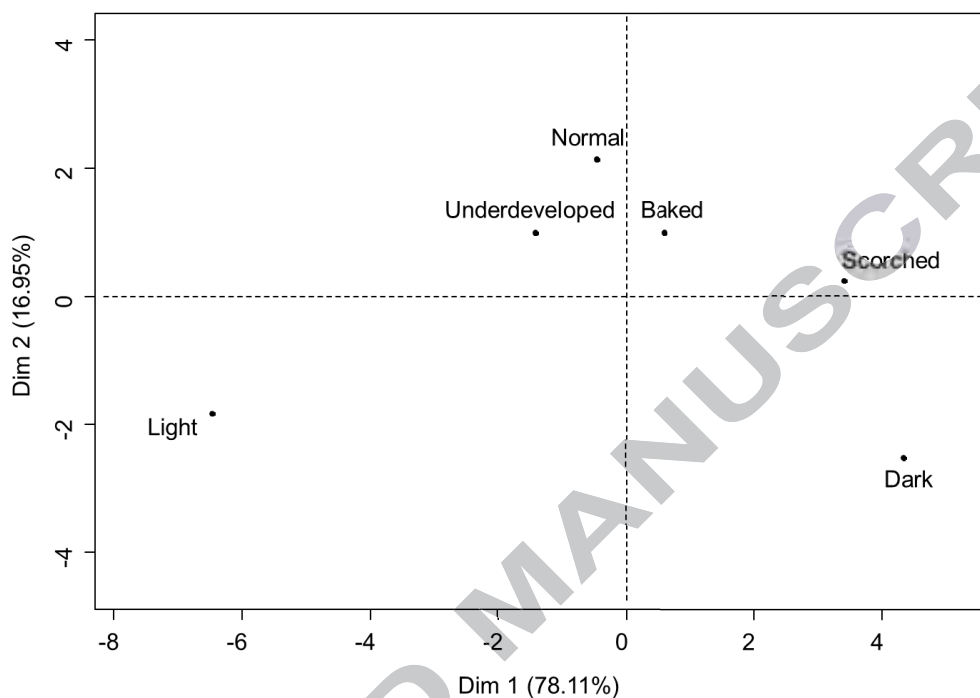


Figure 2: Scores plot showing relative sensory differences between the samples on the first two PCA dimensions.

318 The first PCA dimension mainly differentiated between the Light on one  
 319 end, and the Dark and Scorched Roast on the other (Figure 2). The Dark and  
 320 Scorched sample were associated to the attributes *Intensity*, *Bitter*, *Bitter*  
 321 (*Aftertaste*), *Astringent*, *Burnt*, *Burnt (Aftertaste)*, *Licorice*, and *Tobacco* -  
 322 many of these attributes can be linked to a higher degree of roast, lending  
 323 face validity to this opposition. Conversely, the Light sample was rated  
 324 significantly lower in these attributes (Table 4), and was instead primarily  
 325 associated with the attributes *Citrus*, *Sweet*, and *Roasted Ryebread* (Figures  
 326 2 and 3). The association of these sensory attributes with the Light sample  
 327 would suggest that these flavor notes may already be present in the bean,  
 328 or formed very early in the roasting process. The Light sample was the  
 329 most singled out in the first dimension Figure 2. It generally obtained lower  
 330 mean rating than the other samples in all remaining attributes, which would



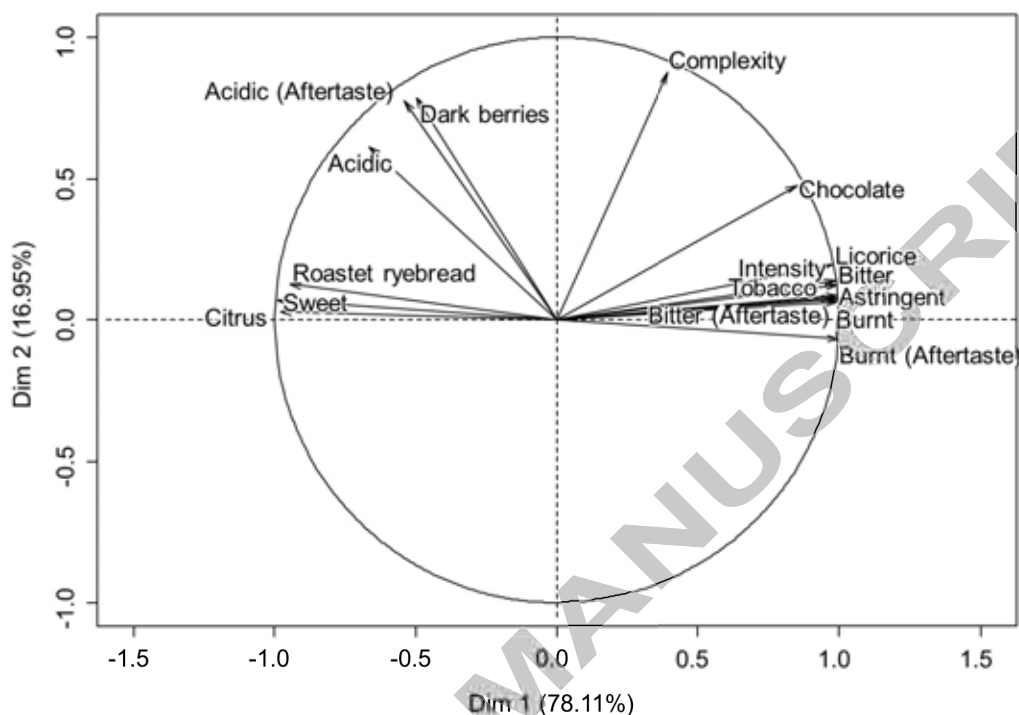


Figure 3: Correlation of sensory attributes with the first two PCA dimensions.

331 suggest that most of the sensory variation is due to the roasting process.  
 332 The remaining three samples (Normal, Baked, and Underdeveloped) were  
 333 not well described by the first dimension. Their position close to center of the  
 334 plot, as well as inspection of Table 4, indicates that these samples generally  
 335 received ratings close to the grand mean of the attributes described by the  
 336 first dimension.

337 These three samples were better discriminated by the second model di-  
 338 mension, which mostly described variation in the attributes *Complexity*,  
 339 *Acidic*, *Acidic (Aftertaste)*, and *Dark Berries*. The Normal roast had the  
 340 largest positive score on this dimension and, accordingly, received the highest  
 341 mean ratings in these attributes. However, pairwise comparisons (Table 4)  
 342 indicated that the difference with the other two samples positively loaded on  
 343 this dimension (Baked and Underdeveloped) was not statistically significant.  
 344 The second dimension also highlighted differences between the Scorched and  
 345 the Dark sample (Figure 2), which had nearly identical position on the first  
 346 dimension. Their distance on the second dimension was due to slight dif-

347 ferences on the attributes *Acidity*, *Acidity (Aftertaste)*, *Chocolate*, and *Dark*  
348 *Berries*, where the Dark roast had lower mean ratings. The differences in  
349 acidity could be attributed to additional acid degradation associated with  
350 the longer roasting time for the Dark sample. Generally speaking, the DA  
351 results corresponded with the definitions of the roasting profiles from Section  
352 2.1.

### 353 3.2. Sensory-instrumental relationships

354 The GC-MS results have previously been reported in Yang et al. (2016), to  
355 which we refer the reader for in-depth analysis on the aroma profiles of indi-  
356 vidual roast defects. In this section, we will focus on exploring instrumental-  
357 sensory correlations modeled by MFA.

358 The main outputs of this analysis are shown in Figures 4 and 5, whereas  
359 a full numerical account of the contribution of each variable to the MFA  
360 model is given in the appendix to this paper. As in the previous PCA model,  
361 two dimensions accounted for over 85% of the original variance. The prod-  
362 uct space obtained is shown in Figure 4 which also included partial points  
363 obtained by considering the two input matrices separately. The plot shows  
364 that the aroma and sensory data produced nearly identical product spaces.  
365 The only noteworthy difference concerned the distance between the samples  
366 Dark and Scorched, which the panel perceived as very close perceptually,  
367 whereas in the aroma data they are quite strongly differentiated on the first  
368 dimension (Figure 4, see also Figure 2).

369 The first MFA dimension again related to the opposition of the Light vs.  
370 the Scorched and Dark roasts. The MFA loadings plot (Figure 5) indicates  
371 that this was due to a general increase in aroma compound concentrations  
372 associated with the Scorched roast, which was according to expectations (see  
373 Section 2.1). The vast majority of the aroma compounds appear bundled in  
374 a tight cluster - including mostly pyrazines, aldehydes, alcohols, sulphides,  
375 pyrrols, and furans - positively correlated with the first MFA dimension. As  
376 we have seen, from a sensory point of view these resulted in an increase in  
377 the intensity of several attributes related to the higher degree of roast. The  
378 sensory attributes *Burnt*, *Astringent* and *Burnt (Aftertaste)* also correlated  
379 highly with the first dimensions, which could be due to high concentrations  
380 of pyridine and furfuryl alcohol.

381 The second MFA dimensions separated the Dark roast, and to a lesser ex-  
382 tent the Normal roast, from the Light and the Scorched roasts. This direction  
383 was mainly associated with variation in the concentration of organic acids

384 (acetic acid, butanoic acid, hexanoic acid) and, correspondingly, variation in  
385 acidity (Figure 5).

386 In spite of a general agreement regarding relative sample differences, some  
387 differences between the datasets are observable; for instance, we can see that  
388 aroma data do not seem to explain the sensory attributes on the left side of  
389 Figure 5 and that there are no sensory attributes correlated to the compounds  
390 at the bottom of the same plot. This inconsistency could be due to different  
391 factors. For some of the volatiles on the bottom of the plot it may be due to  
392 their presence at subthreshold level and/or to limitations in the attribute list  
393 that did not include specific odors commonly associated with these volatiles.  
394 This is quite possibly the case for furfural (almond-like) and 2,3-pentanedione  
395 (buttery). For sensory attributes located on the left side of the plot, the fact  
396 that there are no associated volatiles associated might be due to suppression  
397 effects. Recall that the left end of the plot is defined by the sample Light  
398 and mostly reflects the fact that this sample has the lowest concentration of  
399 nearly all aroma compounds. Lower concentrations of aroma compounds may  
400 have made some sensory attributes (sweetness and acidity in particular) more  
401 prominent in the Light sample, regardless of absolute values. For example,  
402 the sample Underdeveloped had the highest concentration of Acetic acid  
403 (41.64 ppm), much higher than both Light (20.72 ppm) and Normal (31.04  
404 ppm), yet looking at Table 4 reveals that it was not different from those  
405 samples in terms of perceived acidity.

### 406 3.3. Consumer perception of the coffee samples

407 Mean hedonic ratings for the six roasts are reported in Table 5. ANOVA  
408 results revealed a significant main effect of sample on liking ( $F_{(5,492)} = 7.7$ ,  
409  $p < .001$ ). As expected, the Normal roast obtained the highest liking ratings,  
410 whereas the Light roast was the least liked (Table 5). The range of the  
411 consumer liking ratings was not very large (Min: 4.2, Max: 6). However, it  
412 is worth noting that there was a statistically significant difference between  
413 the Normal roast and all other samples, except for Baked.

414 Table 6 reports the frequency of occurrence of each CATA attributes  
415 across the six samples. All terms were used at least once for each sample.  
416 Even the attribute with the lowest occurrence (*Grass*) was used 38 times,  
417 indicating that all the attributes were relevant to the consumers. Significant  
418 differences between the samples were found for 20 out the 30 CATA at-  
419 tributes. The three most discriminating CATA attributes were *Thin*, *Strong*,  
420 and *Mild*.

Table 5: Mean liking (9-pt hedonic scale) and standard deviation for the six samples ( $N = 83$ ). Means not sharing superscript letters are significantly different (Tukey  $p < 0.05$ ).

	Mean	St. Dev.
Normal	6.0 <sup>a</sup>	1.8
Baked	5.7 <sup>ab</sup>	1.9
Scorched	5.6 <sup>bc</sup>	2.2
Underdeveloped	5.4 <sup>bc</sup>	2.0
Dark	5.1 <sup>c</sup>	2.2
Light	4.2 <sup>d</sup>	2.1

421 The associations between samples and CATA attributes are visually sum-  
 422 marized in Figure 6, which shows the bi-plot of the CA performed on the  
 423 CATA contingency matrix (two dimensions retained, 93.55% of explained  
 424 variance). Comparing this plot with Figure 2, it is easy to see that the  
 425 consumers generated a sensory space almost identical to that of the trained  
 426 assessors<sup>3</sup>.

427 Again, the first model dimension describes variation between the Light  
 428 and the Dark samples. The Dark sample was again associated with attributes  
 429 related to the darker degree of roast (e.g., *Tobacco*, *Burnt*, *Sharp*, *Long af-*  
 430 *tertaste*, *Bitter*). This sample was also perceived as the most intense (highest  
 431 in attribute *Strong* and *Intense*, see Table 6) to such an extent that it is also  
 432 described as *Unpleasant* by the consumers. The Scorched sample lies close to  
 433 the Dark sample in the first CA dimension. As in the panel data, these two  
 434 samples are associated with the same attributes, although they are better  
 435 differentiated here due to the fact that the Scorched sample was generally  
 436 perceived as less intense than in the Dark (Table 6). With respect to the  
 437 differences between these two samples, the product space obtained from the  
 438 CATA data are therefore in line with the indications of the aroma data. The  
 439 Light sample lies in the opposite direction in the first dimension (Figure 6),  
 440 and appears as the most different from all others. Like the trained panelists,  
 441 consumers perceived it as the sweetest and less intense tasting of all sam-  
 442 ples and, additionally, associated this samples with the attributes *Thin* and

<sup>3</sup>The ranking of the samples on the two dimension is reversed compared to Figure 2. However, this is accidental and irrelevant to the interpretation as the focus of both models is on *relative* differences between the samples.

Table 6: Contingency table showing the frequency of mention of each CATA attribute for each of the six roasting profiles. The last two columns report the test statistic for Cochran's Q test ( $Q$ ) and the associated  $p$  value ( $n.s.$ = not significant; \*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$ ). Within rows, frequencies not sharing superscript letters are significantly different ( $p < 0.05$ ), following pairwise comparison by Cochran's Q test. CATA attributes are ranked by decreasing size of the  $Q$  statistic, i.e. by most to least discriminating attribute.

	Normal	Baked	Dark	Light	Scorched	Underdev.	Col. Total	$Q$	$p$
Thin	17 <sup>c</sup>	14 <sup>c</sup>	2 <sup>d</sup>	58 <sup>a</sup>	10 <sup>c</sup>	27 <sup>b</sup>	128	123	***
Strong	18 <sup>c</sup>	26 <sup>c</sup>	55 <sup>a</sup>	1 <sup>d</sup>	41 <sup>b</sup>	24 <sup>c</sup>	165	97.9	***
Mild	28 <sup>b</sup>	23 <sup>bc</sup>	3 <sup>d</sup>	57 <sup>a</sup>	15 <sup>c</sup>	20 <sup>bc</sup>	146	93	***
Tobacco	12 <sup>de</sup>	26 <sup>b</sup>	43 <sup>a</sup>	7 <sup>e</sup>	22 <sup>bc</sup>	16 <sup>cd</sup>	126	65.8	***
Burnt	29 <sup>b</sup>	36 <sup>b</sup>	56 <sup>a</sup>	8 <sup>c</sup>	40 <sup>b</sup>	32 <sup>b</sup>	201	63.8	***
Long aftertaste	26 <sup>c</sup>	38 <sup>b</sup>	53 <sup>a</sup>	6 <sup>d</sup>	37 <sup>b</sup>	31 <sup>bc</sup>	191	62.5	***
Bland	8 <sup>bc</sup>	7 <sup>bc</sup>	3 <sup>c</sup>	32 <sup>a</sup>	6 <sup>c</sup>	16 <sup>b</sup>	72	54.8	***
Intense	17 <sup>c</sup>	23 <sup>bc</sup>	36 <sup>a</sup>	2 <sup>d</sup>	30 <sup>ab</sup>	15 <sup>c</sup>	123	52.9	***
Bitter	36 <sup>b</sup>	4 <sup>d</sup>	50 <sup>a</sup>	13 <sup>c</sup>	46 <sup>ab</sup>	39 <sup>b</sup>	225	47.6	***
Sharp	12 <sup>c</sup>	13 <sup>c</sup>	32 <sup>a</sup>	2 <sup>d</sup>	23 <sup>ab</sup>	14 <sup>bc</sup>	96	42.3	***
Rich	21 <sup>b</sup>	21 <sup>b</sup>	33 <sup>a</sup>	4 <sup>c</sup>	25 <sup>ab</sup>	20 <sup>b</sup>	124	31.1	***
Sweet	14 <sup>a</sup>	4 <sup>bc</sup>	1 <sup>c</sup>	17 <sup>a</sup>	9 <sup>ab</sup>	11 <sup>a</sup>	56	24.2	***
Hey/straw	8 <sup>b</sup>	11 <sup>b</sup>	15 <sup>ab</sup>	24 <sup>a</sup>	8 <sup>b</sup>	10 <sup>b</sup>	76	20.2	**
Balanced	29 <sup>a</sup>	16 <sup>bc</sup>	9 <sup>c</sup>	17 <sup>bc</sup>	22 <sup>ab</sup>	20 <sup>ab</sup>	113	16.1	**
Complex	9 <sup>c</sup>	18 <sup>ab</sup>	14 <sup>abc</sup>	9 <sup>bc</sup>	21 <sup>a</sup>	7 <sup>c</sup>	78	15.7	**
Unpleasant	7 <sup>b</sup>	7 <sup>b</sup>	20 <sup>a</sup>	11 <sup>ab</sup>	13 <sup>ab</sup>	6 <sup>b</sup>	64	15.5	**
Astringent	14 <sup>a</sup>	12 <sup>a</sup>	19 <sup>a</sup>	5 <sup>b</sup>	15 <sup>a</sup>	12 <sup>a</sup>	77	13	*
Caramel	11 <sup>ab</sup>	9 <sup>ab</sup>	5 <sup>b</sup>	11 <sup>ab</sup>	12 <sup>a</sup>	2 <sup>c</sup>	50	12.1	*
Pleasant	33 <sup>a</sup>	30 <sup>a</sup>	17 <sup>b</sup>	19 <sup>b</sup>	25 <sup>ab</sup>	23 <sup>ab</sup>	147	11.3	*
Dark berries	12 <sup>ab</sup>	7 <sup>b</sup>	5 <sup>b</sup>	10 <sup>ab</sup>	16 <sup>a</sup>	8 <sup>b</sup>	58	10.8	*
Licorice	7	7	9	2	5	10	40	9.4	n.s.
Earthy	14	21	21	12	16	11	95	8.7	n.s.
Harmonic	23	18	13	11	19	16	100	7.4	n.s.
Acidic	32	33	26	30	39	37	197	7.3	n.s.
Chocolate	26	38	53	6	37	31	107	6.9	n.s.
Grass	14	4	1	17	9	11	38	5.5	n.s.
Nutty	21	20	16	19	25	15	116	5.3	n.s.
Citrus	14	11	10	17	15	11	78	4.3	n.s.
Delicate	14	10	7	12	13	9	65	4.1	n.s.
Roasted ryeb.	16	22	21	18	19	21	117	2.1	n.s.
Row Total	529	548	613	458	613	508			

443 *Hey/straw* (Figure 6 and Table 6).

444 Although accounting for only 9.5% of the data variance, the second CA  
445 dimension provided useful information on the differences of the Normal roast  
446 (Figure 6). This sample was primarily associated with the attributes *Sweet*  
447 and *Caramel*, and with two holistic attributes with a positive valence, *Pleas-*  
448 *ant* and *Balanced*. The latter associations are interesting as they related to  
449 absence of defects, and confirm the indications of the hedonic ratings (Table  
450 5). The Normal roast was also the most frequently associated with the at-  
451 tribute *Harmonic*, though in this case the differences were too close to reach  
452 statistical significance (Table 6).

453 The Underdeveloped and Baked roast were again poorly described by  
454 the model and showed sensory profiles quite similar to the Normal roast,  
455 especially in the first dimension (Figure 6). However, Table 6 shows some  
456 significant differences between these two samples and the Normal roast. The  
457 Baked sample was perceived as significantly more *Bitter* and less *Sweet* than  
458 the Normal, whereas the Underdeveloped roast was perceived as significantly  
459 lower in the attributes *Caramel* and *Dark Berries*.

#### 460 4. Discussion

461 All three datasets (aroma, sensory and consumer) provided consistent  
462 indications concerning the main direction of differences between the six sam-  
463 ples. As previously reported in Yang et al. (2016), the results indicated a sig-  
464 nificant increase in aroma compound concentration - particularly pyrazines,  
465 aldehydes, alcohols, sulphides, pyrrols, and furans - associated with prolonged  
466 roasting time and temperature. This is well in line with literature accounts  
467 regarding the influence of roasting to aroma formation in coffee (Masi et al.,  
468 2013). The highest aroma concentrations were found in the samples Dark  
469 and, especially, Scorched (Table 1). This was clearly reflected in the cor-  
470 responding sensory profiles for these samples which were highest in overall  
471 sensory intensity, and scored highest in attributes typically associated with  
472 the roasting process.

473 The Normal roast generally obtained values close to average with re-  
474 spect to sensory attribute intensity and aroma compounds concentration.  
475 The aroma compounds most strongly associated with the Normal roast were  
476 organic acids, which resulted in a higher perceived acidity in this sample  
477 compared to all others. This ultimately separated this sample from the high  
478 intensity roasts (Scorched in particular), where these acids are lost, and where

479 Maillard compounds and lipid breakdown products abound (Yang et al.,  
480 2016). The Normal roast was also well differentiated from the Light de-  
481 fect, which was perceived as the sweetest and least intense of all samples,  
482 due to the fact that, as per our intentions with this sample, shortening the  
483 development time did not allow full aroma development to occur.

484 The Normal roast was instead not well differentiated by the defects Baked  
485 and Underdeveloped, which was expected as their aroma composition (par-  
486 ticularly in the case of Underdeveloped) was relatively close to that of the  
487 Normal roast (Yang et al., 2016). The results are thus inconclusive with  
488 respect to the differences between these two samples and the Normal roast,  
489 although it is worth noting that the consumers perceived the Normal roast as  
490 significantly sweeter and less bitter than these two defects.

491 An interesting finding was that the trained panelists rated the Normal  
492 roast highest in the holistic attribute *Complexity*. In the sensory litera-  
493 ture, flavor complexity has been defined as the total number of separate  
494 recognizable sensory qualities in a stimulus (Giacalone et al., 2014), and  
495 this definition was also used in the training of the panel for this study.  
496 Looking at the PCA for the sensory panel data (Figure 3), it would ap-  
497 pear as though complexity stands in an inverse U-shaped relationship with  
498 overall sensory intensity. A quadratic model with intensity as predictor  
499 and complexity as response confirmed this intuition as the model obtained<sup>4</sup>  
500 revealed a significant downward slope associated with the quadratic term  
501 ( $F(2, 3) = 7.86, p = 0.06; R^2 = 0.83$ ). The underlying phenomenon here  
502 seems to be that for very low level of intensity complexity is low as there a  
503 few recognizable sensory qualities in the stimulus. In our dataset this is the  
504 case of the Light sample where the short roasting time prevented the forma-  
505 tion of many aroma compounds. For high intensity levels complexity is also  
506 low as the present of strong sensory inputs may dominate the percept, such  
507 as the sample Dark. The Normal roast, characterized by moderate inten-  
508 sity sensory, can be understood as having an optimal complexity level where  
509 many flavors are recognizable but no one flavor is dominating or off-putting.  
510 The association between the Normal roast and the CATA attribute *Balanced*  
511 observed in the consumer data also supports this interpretation. Overall, the  
512 results seem consistent with the expectation that the Normal roast (charac-  
513 terized by absence of defects and a high 'clean cup' score) would correspond

---

<sup>4</sup> $Complexity = -1.74 + 2.29 * Intensity - 0.13 * Intensity^2$



514 to a coffee brew with a fully developed aroma profile but lacking dominating  
515 off-flavors.

516 Importantly, the consumer test results showed that the Normal roast  
517 was the most liked, significantly preferred over all other samples, except  
518 Baked (although this lack of difference may be due to insufficient statistical  
519 power). Even though the observed differences in average liking ratings were  
520 not very large, these results do suggest that absence of defects is relevant  
521 to consumer liking of coffee. The main implication for the coffee industry  
522 is that roasters may be able to pinpoint at specific markers (chemical and  
523 sensory) that may be used to set up internal quality control scoring systems  
524 (for aspects pertaining to coffee roasting) in both quality control and product  
525 development. For instance, in a product development context roasters would  
526 first identify an optimal roast degree, based on their own subjective and/or  
527 on a consumer test. Then, 'clean cup'-like evaluations can be used internally  
528 to further optimize the roasting profiles, e.g. with respect to timing aspects.  
529 Because we expect practical applications in the coffee branch to involve a  
530 smaller sensory range than the one used in this paper (particularly with  
531 respect to visual variation), we strongly recommend that roasters validate  
532 their internal evaluations against consumer test results obtained from their  
533 target population of interest.

534 Taken overall, the results of this study provide a comprehensive charac-  
535 terization of chemical and perceptual markers associated with common coffee  
536 defects, and demonstrate that a 'clean cup' (a coffee without defects) is as-  
537 sociated with higher consumer preference. From a sensory scientific point of  
538 view, this research indicates that the attribute 'clean cup' describes a coffee of  
539 average sensory intensity, high in acidity, and having with many recognizable  
540 flavor attributes.

#### 541 4.1. *Limitations and future research*

542 We acknowledge several limitations in this research that is important to  
543 keep in mind in order to correctly qualify the results. First, the study only  
544 used a single origin *Arabica* bean, and thus the conclusions may not readily  
545 generalize to other coffee varieties and origin. For example, the specific find-  
546 ing that the Normal roast was high in acidity is almost certainly related to  
547 the choice of coffee (Kenyan coffee is supposed to be high in acidity) whereas  
548 it may be considered a defect in different varieties (e.g., Sumatran coffee).

549 Furthermore, the research only considered defects germane to the roasting  
550 process, thus not including other important sources of off-flavours in coffee

551 - e.g., problems related to production, processing, and storage of the green  
552 beans (Agresti et al., 2008; Wintgens, 2009). The impact of these defects on  
553 the sensory quality of coffee could be a relevant venue for future research.

554 One additional aspect that deserve attention in future research is the het-  
555 erogeneity in consumer preferences for coffee. Previous studies have shown  
556 that coffee is a product for which different consumer segments (in terms  
557 of preferences for specific sensory attributes) can be identified (Varela et al.,  
558 2014). The data collected here also suggest that this is the case. Interestingly,  
559 we note that consumer liking ratings (not shown here) were approximately  
560 normally distributed for the two best liked sample (Normal and Baked), but  
561 rather bi-modal for the two worst liked sample (Dark and Light), with a sig-  
562 nificant proportion of the consumers giving high liking ratings for these two  
563 roasting profiles. Accordingly, Figure 7 shows scores and loadings from an  
564 internal preference map obtained by performing a PCA on a matrix contain-  
565 ing the hedonic scores for the six samples, from which it can be seen that,  
566 although the majority of the consumers' preference vectors are located in the  
567 direction of the Normal roast, several consumers are also located in other  
568 areas of the plots, including a sizeable minority expressing high preference  
569 for the Light and Dark roasts. We refrained from discussing this aspect in  
570 the paper because our sample size is insufficient to attempt a robust seg-  
571 mentation. However, it is clear that understanding this heterogeneity in  
572 relation common coffee defects may be a useful direction for future research.  
573 It would especially be interesting to link different preferences to consumers'  
574 background. Previous research have pointed at several factors that may con-  
575 tribute to defining coffee preference segments, including gender (Cristovam  
576 et al., 2000), product usage (Masi et al., 2013) and, more recently, physiolog-  
577 ical differences in terms of taste sensitivity (Hayes et al., 2010; Masi et al.,  
578 2015) and coffee metabolism rate (Masi et al., 2016).

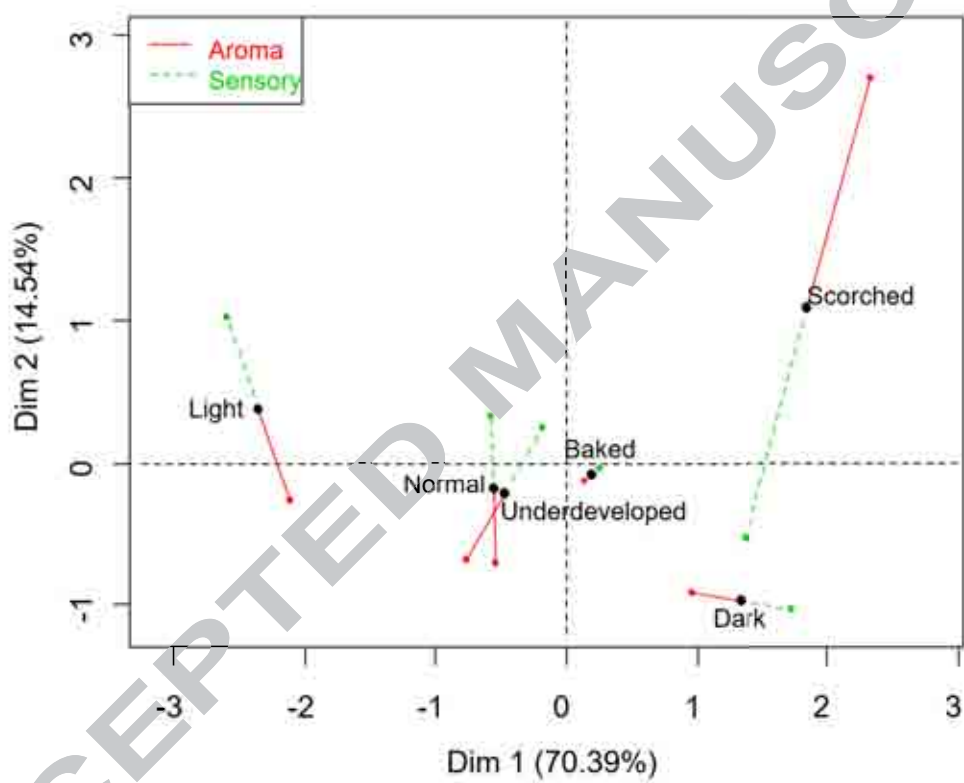


Figure 4: Scores plot showing relative differences between the samples on the first two MFA dimensions. The model is based on both sensory and aroma data and also shows partial points obtained from the two datasets separately.

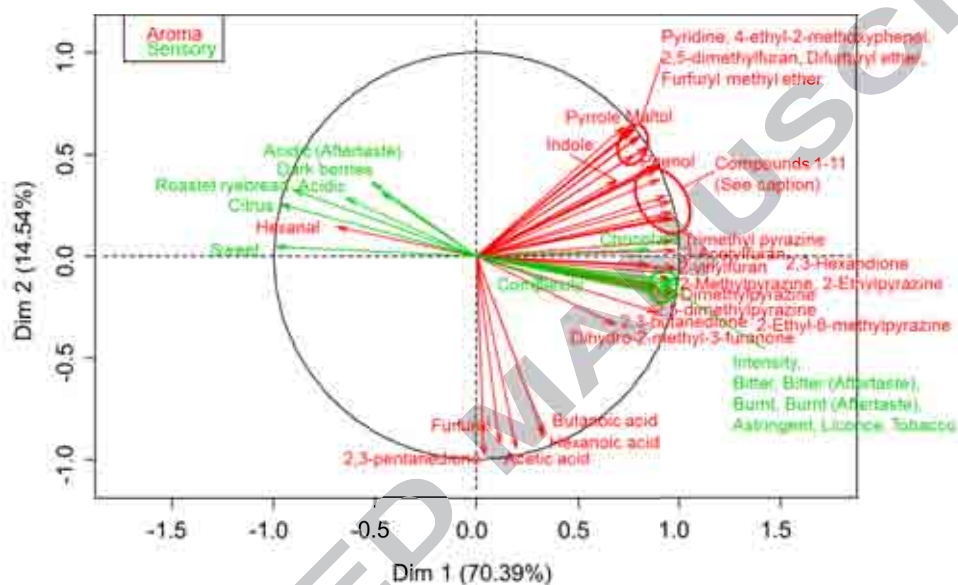


Figure 5: Correlations of the sensory attributes and aroma compounds with the first two MFA dimensions. The unlabeled compounds are the following (ordered by size of correlation with Dim 1): 1) 1-Furfurylpyrrole ; 2) Furfuryl alcohol; 3) 2-Methylbutanal; 4) 2,3-dimethyl-Pyrazine; 5) Dimethyl Trisulfide; 6) 3-Methylbutanal; 7) Octanoic acid; 8) 2-Furfuryl methyl disulfide; 9) 1-(1-H-pyrrol-2-yl)ethanone; 10) 3-Methylthiophene; 11) Dimethyl disulfide.

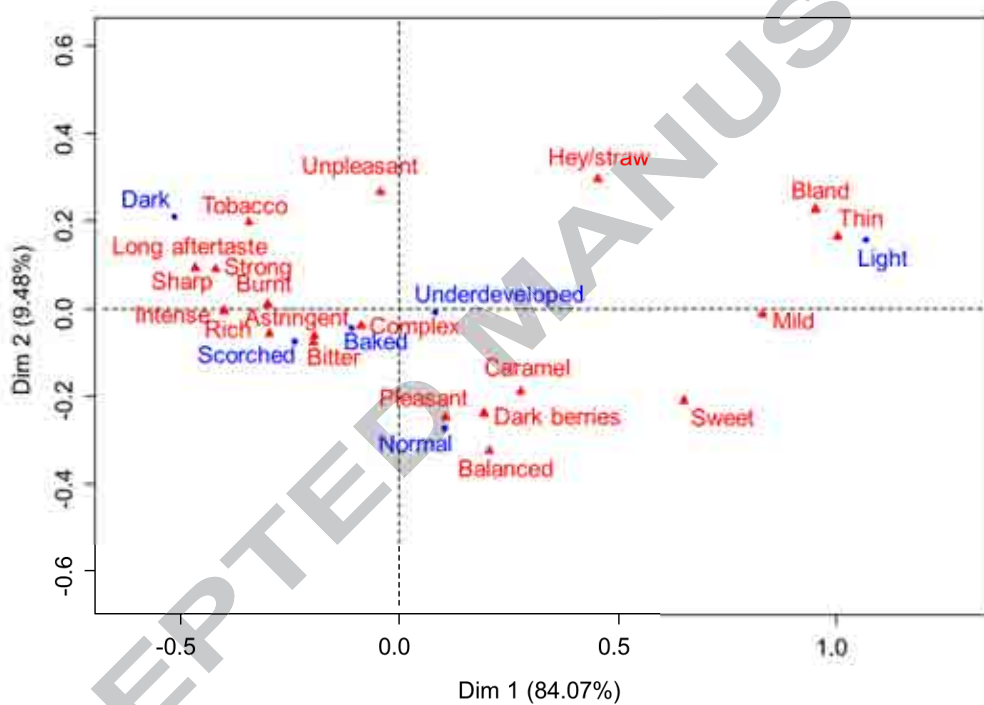


Figure 6: Bi-plot showing associations of samples and CATA attributes on the first two CA dimensions.

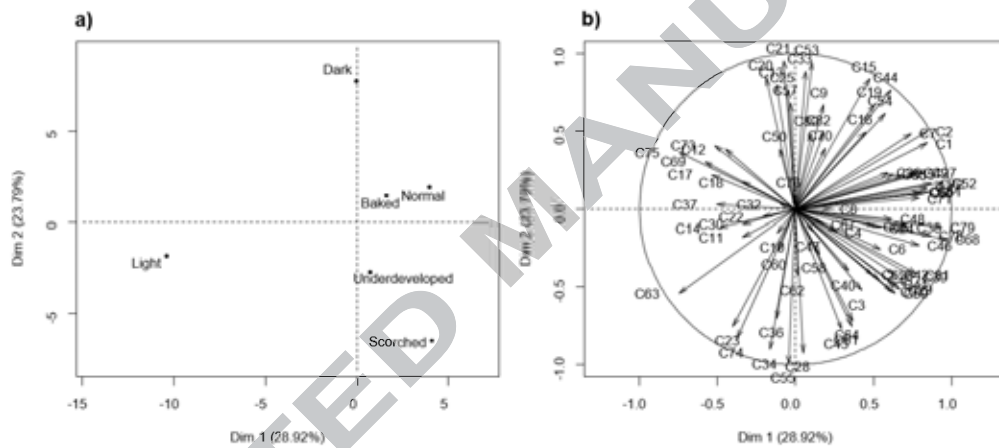


Figure 7: Internal preference map showing the position of the samples based on their hedonic scores (a) and the direction of individual preference for each individual consumer (b).

## 579 5. Conclusion

580 This work has investigated common roasting defects in coffee consider-  
581 ing compositional (GC-MS), perceptual (sensory descriptive analysis with a  
582 trained panel and consumer-based CATA) and affective (consumer liking)  
583 aspects. The sensory and GC-MS analyses revealed identical information  
584 regarding the overall inter-sample differences, and pointed at at a large influ-  
585 ence of the roasting process in the aroma and sensory profiles of the roasts.

586 The results indicated a significant increase in aroma compound concen-  
587 tration associated with prolonged roasting time and temperature, resulting  
588 in an increase in sensory attributes typically associated with the roasting  
589 process - such as *Bitter*, *Astringent*, *Burnt*, *Licorice*, and *Tobacco* - as well  
590 as to an overall increase in flavor intensity. The Normal roast generally ob-  
591 tained values close to average with respect to sensory attribute intensity and  
592 aroma compounds concentration, consistent with the idea that a coffee with-  
593 out defects corresponds to a brew with a fully developed aroma profile is  
594 related but lacking dominating off-flavors. Supporting this interpretations,  
595 consumers described the Normal sample as the most *Balanced*. Most impor-  
596 tantly, the Normal coffee obtained the highest consumer liking ratings.

597 Taken overall, these results provide a solid basis for understanding chem-  
598 ical and sensory markers associated with common roasting defects, which  
599 coffee professionals may use to set up internal protocols in the context of  
600 quality control and product development applications.

## 601 6. Acknowledgements

602 We thank Kontra Coffee (Dag Hammarskjolds Alle 36, 2100 Copenhagen,  
603 Denmark) for supplying the coffee used in the project and for the use of their  
604 roasting equipment. We also thankfully acknowledge the help of Belinda  
605 Nielsen, Julie Geertsen and Sarah Østergaard Brandt from University of  
606 Copenhagen with preparing the coffee samples for the sensory evaluation.

## 607 References

- 608 Agresti, P. D. M., Franca, A. S., Oliveira, L. S., and Augusti, R. (2008).  
609 Discrimination between defective and non-defective brazilian coffee beans  
610 by their volatile profile. *Food Chemistry*, 106:787–796.



- 611 Ares, G. and Jaeger, S. R. (2013). Check-all-that-apply questions: Influence  
612 of attribute order on sensory product characterization. *Food Quality and*  
613 *Preference*, 28:141–153.
- 614 Baggenstoss, J., Poisson, L., Kaegi, R., Perren, R., and Escher, F. (2008).  
615 Coffee roasting and aroma formation: application of different time-tem-  
616 perature conditions. *Journal of Agricultural and Food Chemistry*, 56:5836–  
617 5846.
- 618 Bhumiratana, N., Adhikari, K., and Chambers, E. (2011). Evolution of  
619 sensory aroma attributes from coffee beans to brewed coffee. *LWT-Food*  
620 *Science and Technology*, 44:2185–2192.
- 621 Borchgrevink, C. P., Susskind, A. M., and Tarras, J. M. (1999). Consumer  
622 preferred hot beverage temperatures. *Food Quality and Preference*, 10:117–  
623 121.
- 624 Brown, F. and Diller, K. R. (2008). Calculating the optimum temperature  
625 for serving hot beverages. *Burns*, 34:648–654.
- 626 Cristovam, E., Russell, C., Paterson, A., and Reid, E. (2000). Gender prefer-  
627 ence in hedonic ratings for espresso and espresso-milk coffees. *Food Quality*  
628 *and Preference*, 11:437–444.
- 629 Di Donfrancesco, B., Gutierrez Guzman, N., and Chambers, E. (2014). Com-  
630 parison of results from cupping and descriptive sensory analysis of colom-  
631 bian brewed coffee. *Journal of Sensory Studies*, 29:301–311.
- 632 Feria-Morales, A. M. (2002). Examining the case of green coffee to illustrate  
633 the limitations of grading systems/expert tasters in sensory evaluation for  
634 quality control. *Food Quality and Preference*, 13:355–367.
- 635 Fisk, I. D., Kettle, A., Hofmeister, S., Virdie, A., and Kenny, J. S. (2012).  
636 Discrimination of roast and ground coffee aroma. *Flavour*, 1:14.
- 637 Giacalone, D., Duerlund, M., Bøegh-Petersen, J., Bredie, W. L., and Frøst,  
638 M. B. (2014). Stimulus collative properties and consumers flavor prefer-  
639 ences. *Appetite*, 77:20–30.
- 640 Giacalone, D., Fosgaard, T. R., Steen, I., and Münchow, M. (2016). Quality  
641 does not sell itself: Divergence between objective product quality and pref-  
642 erence for coffee in naïve consumers. *British Food Journal*, 118:2462–2474.

- 643 Hayes, J. E., Wallace, M. R., Knopik, V. S., Herbstman, D. M., Bartoshuk,  
644 L. M., and Duffy, V. B. (2010). Allelic variation in *tas2r* bitter receptor  
645 genes associates with variation in sensations from and ingestive behaviors  
646 toward common bitter beverages in adults. *Chemical Senses*, 36:311–319.
- 647 Hervé, M. (2015). Diverse basic statistical and graphical functions (rvaide  
648 memoire). r package.
- 649 Husson, F. et al. (2005). Multiple factor analysis with confidence ellipses: a  
650 methodology to study the relationships between sensory and instrumental  
651 data. *Journal of Chemometrics*, 19:138–144.
- 652 ISO (2008). Iso 6668:2008. green coffee preparation of sample for use in  
653 sensory analysis.
- 654 Lawless, H. T. and Heymann, H. (2010). *Sensory evaluation of food: princi-*  
655 *ples and practices*. Springer Science & Business Media.
- 656 Lê, S., Josse, J., Husson, F., et al. (2008). Factominer: an r package for  
657 multivariate analysis. *Journal of Statistical Software*, 25:1–18.
- 658 Lee, H. and O’Mahony, M. (2002). At what temperatures do consumers like  
659 to drink coffee?: Mixing methods. *Journal of Food Science*, 67:2774–2777.
- 660 Masi, C., Dinnella, C., Barnab, M., Navarini, L., and Monteleone, E. (2013).  
661 Sensory properties of under-roasted coffee beverages. *Journal of Food Sci-*  
662 *ence*, 78:1290–1300.
- 663 Masi, C., Dinnella, C., Monteleone, E., and Prescott, J. (2015). The im-  
664 pact of individual variations in taste sensitivity on coffee perceptions and  
665 preferences. *Physiology & Behavior*, 138:219–226.
- 666 Masi, C., Dinnella, C., Pirastu, N., Prescott, J., and Monteleone, E. (2016).  
667 Caffeine metabolism rate influences coffee perception, preferences and in-  
668 take. *Food Quality and Preference*, 53:97–104.
- 669 Meyners, M., Castura, J. C., and Carr, B. T. (2013). Existing and new  
670 approaches for the analysis of cata data. *Food Quality and Preference*,  
671 30:309–319.
- 672 Münchow, M. (2016). *SCAE Roasting Foundation*. CoffeeMind Press.

- 673 Nair, K. P. (2010). *The agronomy and economy of important tree crops of*  
674 *the developing world*. Elsevier.
- 675 Ponte, S. (2002). The 'latte revolution'? regulation, markets and consump-  
676 tion in the global coffee chain. *World Development*, 30:1099–1122.
- 677 Ribeiro, J., Augusto, F., Salva, T., and Ferreira, M. (2012). Prediction  
678 models for arabica coffee beverage quality based on aroma analyses and  
679 chemometrics. *Talanta*, 101:253–260.
- 680 Ribeiro, J., Augusto, F., Salva, T., Thomaziello, R., and Ferreira, M. (2009).  
681 Prediction of sensory properties of brazilian arabica roasted coffees by  
682 headspace solid phase microextraction-gas chromatography and partial  
683 least squares. *Analytica Chimica Acta*, 634:172–179.
- 684 Ribeiro, J., Ferreira, M., and Salva, T. (2011). Chemometric models for the  
685 quantitative descriptive sensory analysis of arabica coffee beverages using  
686 near infrared spectroscopy. *Talanta*, 83:1352–1358.
- 687 SCAA (2009). *SCAA Protocols – Cupping for specialty coffee*. Specialty  
688 Coffee Association of America.
- 689 Schenker, S., Handschin, S., Frey, B., Perren, R., and Escher, F. (1999).  
690 Structural properties of coffee beans as influenced by roasting conditions.  
691 In *ASIC, 18e colloque, Helsinki*.
- 692 Schenker, S., Handschin, S., Frey, B., Perren, R., and Escher, F. (2000). Pore  
693 structure of coffee beans affected by roasting conditions. *Journal of Food*  
694 *Science*, 65(3):452–457.
- 695 Steen, I., Waehrens, S. S., Petersen, M. A., Münchow, M., and Bredie, W. L.  
696 (2017). Influence of serving temperature on flavour perception and release  
697 of bourbon caturra coffee. *Food Chemistry*, 219:61–68.
- 698 Team, R. C. (2014). R: A language and environment for statistical comput-  
699 ing. r foundation for statistical computing, vienna, austria. 2013.
- 700 Varela, P., Beltrán, J., and Fiszman, S. (2014). An alternative way to uncover  
701 drivers of coffee liking: Preference mapping based on consumers preference  
702 ranking and open comments. *Food Quality and Preference*, 32:152–159.

703 Wintgens, J. (2009). Green coffee defects. *Coffee: Growing, Processing,*  
704 *Sustainable Production: A Guidebook for Growers, Processors, Traders,*  
705 *and Researchers*, pages 758–788.

706 Yang, N., Liu, C., Liu, X., Degn, T. K., Munchow, M., and Fisk, I. (2016).  
707 Determination of volatile marker compounds of common coffee roast de-  
708 fects. *Food Chemistry*, 211:206–214.

709 **Appendix A. Contributions of aroma and sensory attributes to the**  
710 **MFA dimensions**

Table A.7: Correlation coefficients size and significance between aroma compounds and sensory attributes with the first and second dimension of the MFA model.

Dimension 1	<i>r</i>	<i>p</i>	Dimension 2	<i>r</i>	<i>p</i>
1-Furfurylpyrrole	0.99	0.0001	Pyrrole	0.59	0.2150
2-Acetylfuran	0.98	0.0006	Pyridine	0.56	0.2433
Furfuryl alcohol	0.98	0.0006	4-Ethyl-2-methoxyphenol	0.56	0.2462
2-Methylbutanal	0.97	0.0009	2,5-Dimethylfuran	0.54	0.2664
2,3-Hexandione	0.97	0.0011	Phenol	0.53	0.2835
Intensity	0.97	0.0015	Difurfuryl ether	0.53	0.2837
Bitter	0.97	0.0016	Maltol	0.46	0.3589
Burnt	0.96	0.0021	Furfuryl methyl ether	0.46	0.3622
Dimethyl Trisulfide	0.96	0.0022	Indole	0.39	0.4404
Bitter Aftertaste	0.96	0.0024	3-Methylthiophene	0.38	0.4522
Trimethylpyrazine	0.96	0.0027	1-(1-H-pyrrol-2-yl)ethanone	0.37	0.4639
Burnt Aftertast.	0.96	0.0029	Roasted ryebread	0.36	0.4770
3-Methylbutanal	0.95	0.0035	2-Furfuryl methyl disulfide	0.36	0.4779
Tobacco	0.95	0.0035	Dimethyl disulfide	0.35	0.4966
2,3-Dimethylpyrazine	0.95	0.0036	Citrus	0.31	0.5443
Astringent	0.95	0.0038	Acidic aftertaste	0.30	0.5570
2-Vinylfuran	0.94	0.0050	Acidic	0.29	0.5829
2-Ethylpyrazine	0.94	0.0052	Octanoic acid	0.28	0.5954
Licorice	0.93	0.0068	Dark berries	0.24	0.6401
2-Furfuryl methyl disulfide	0.93	0.0080	3-Methylbutanal	0.23	0.6637
1-(1-H-pyrrol-2-yl)ethanone	0.93	0.0081	2-Methylbutanal	0.21	0.6947
Dimethyl disulfide	0.92	0.0087	Hexanal	0.20	0.6978
3-Methylthiophene	0.92	0.0094	Furfuryl alcohol	0.16	0.7674
Octanoic acid	0.92	0.0102	Dimethyl trisulfide	0.15	0.7778
2,6-Dimethylpyrazine	0.89	0.0180	Sweet	0.13	0.8107
Maltol	0.87	0.0235	2,3-dimethyl Pyrazine	0.12	0.8217
2,3-Butanedione	0.87	0.0259	1-Furfurylpyrrole	0.12	0.8272
Chocolate	0.85	0.0317	Trimethyl pyrazine	-0.01	0.9839
Difurfuryl ether	0.85	0.0321	2-Acetylfuran	-0.07	0.8988
2-Methylpyrazine	0.85	0.0328	Chocolate	-0.12	0.8176
Phenol	0.85	0.0331	2,3-Hexandione	-0.13	0.7989
Furfuryl methyl ether	0.83	0.0401	2,6-Dimethylpyrazine	-0.14	0.7878
2,5-Dimethylpyrazine	0.83	0.0416	2-Ethyl-6-methylpyrazine	-0.16	0.7657
2-Ethyl-6-methylpyrazine	0.83	0.0419	2-Ethylpyrazine	-0.18	0.7334
4-Ethyl-2-methoxyphenol	0.83	0.0431	2-vinylfuran	-0.18	0.7320
Pyridine	0.82	0.0440	2-Methylpyrazine	-0.19	0.7126
2,5-Dimethylfuran	0.81	0.0490	Intensity	-0.22	0.6740
Pyrrole	0.78	0.0648	2,5-Dimethylpyrazine	-0.23	0.6674
Indole	0.71	0.1120	Bitter	-0.24	0.6522
Dihydro-2-methyl-3-furanone	0.67	0.1490	Tobacco	-0.25	0.6395
Complexity	0.34	0.5102	Burnt	-0.26	0.6214
Butanoic acid	0.27	0.5979	Bitter aftertaste	-0.27	0.6002
Hexanoic acid	0.27	0.6041	Burnt aftertaste	-0.28	0.5967
2,3-Pentadione	0.13	0.8116	Complexity	-0.29	0.5833
Acetic acid	0.04	0.9392	2,3-Butanedione	-0.29	0.5716
2-Furfural	-0.04	0.9465	Astringent	-0.30	0.5677
Dark berries	-0.44	0.3874	Licorice	-0.30	0.5572
Acidic Aftertaste	-0.45	0.3728	Dihydro-2-methyl-3-furanone	-0.42	0.4063
Acidic	-0.58	0.2257	Butanoic acid	-0.89	0.0178
Hexanal	-0.67	0.1465	Acetic acid	-0.89	0.0174
Roastet ryebread	-0.88	0.0198	Hexanoic acid	-0.89	0.0168
Citrus	-0.94	0.0058	2,3-Pentadione	-0.94	0.0056
Sweet	-0.98	0.0007	2-Furfural	-0.96	0.0021