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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 43396-2023

**Sensory analysis - Guidance on substantiation for sensory and
consumer product claims**

感官分析 产品感官宣称证实导则

(English Translation)

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents" Drafting:

This document is equivalent to ISO 20784:2021 "Guidelines for Verification of Sensory Claims of Sensory Analysis Products":

This document has made the following minimal editorial changes:

- a) Put the examples in the definition in 3:1 into "Examples";
- b) Added note 3:6;
- c) Changed the expressions of Example 1 and Example 3 in 6:4;
- d) Change "46%" in Appendix B:4 to "44%" to correct the original text error;
- e) Added notes B:5~B:7 in Appendix B;
- f) Change "non-comparative" in the title of B:8 to "comparative" and correct the original text error;
- g) Added Appendix NA (informative) and supplemented examples of comparative sensory claims;
- h) Added references:

Please note that some content in this document may be subject to patents: The publisher of this document assumes no responsibility for identifying patents:

1 Scope

This document provides guidance on substantiating sensory claims for food and non-food products and slogans on product packaging:

How sensory claims differ from other types of claims, classification of sensory claims, examples of different types of sensory claims, and examples of sensory claim substantiation:

This document is suitable for verification of product sensory claims:

This document does not apply to the following situations:

- Specific or detailed requirements in the test methods used to support sensory claims;
- Factual claims about the origin, ingredients, processing and nutritional content of the product;
- Factual claims of product technical characteristics;
- Claims about the health properties, medical and therapeutic efficacy, physiological efficacy, structural or functional advantages of the product when the product is consumed or used;
- Claims about using instruments to evaluate product characteristics or performance (instrumental evaluation refers to using instruments to evaluate products without using evaluators or subjects) characteristics or performance);

---Service claims (such as house cleaning services, aviation services, car services, etc.);

---Claims for large/durable consumer goods (such as cars, refrigerators, stoves, etc.):

2 Normative reference documents

The contents of the following documents constitute essential provisions of this document through normative references in the text: Among them, the dated quotations for undated referenced documents, only the version corresponding to that date applies to this document; for undated referenced documents, the latest version (including all amendments) applies to this document:

ISO 5492 Sensory analysis-Vocabulary Note: GB/T 10221-2021 Sensory Analysis Terminology (ISO 5492:2021, IDT)

3 Terms and definitions

The terms and definitions defined in ISO 5492 and below apply to this document:

The URLs of the terminology databases maintained by ISO and IEC for standardization are as follows:

---ISO online browsing platform: <https://www.iso.org/obp>;

sensoryclaim

Promote to consumers the sensory characteristics, functional characteristics/performance characteristics of a product and when consumers use the product (including before use, expression of emotional and perceptual responses during or after use:

Examples: Sensory properties such as "has a roasted flavor", functional properties such as "removes grease stains", performance properties such as "breath stays fresher longer", emotional responses such as "Consumer preferred", perceived responses such as "makes your skin look younger":

Note: Sensory claims include all forms of advertising information published in public places: Advertising information includes product packaging, print or digital media (such as electronic, TV or video) and other forms: The purpose is to convey the sensory characteristics of the product to buyers or potential users of the product, or to emphasize that consumers are using Perception of the product (including before, during or after use): This type of advertising information informs buyers or potential users of product features, thereby influencing influence their purchasing, consumption or usage decisions: