

## Bitterness assessment and taste masking efficiency testing

The Bristol-Myers Squibb Company is one of the leading research, development and pharmaceutical manufacturing organisations in the world.



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«BMS has implemented the Alpha MOS Astree Electronic Tongue at our analytical facilities in New Brunswick, New Jersey. Following several successful feasibility studies, additional experiments have iterative results obtained

Of particular interest are applications having to do with bitterness assessment and taste masking effects. Several benefits of an objective and referenced bitterness measurement, such as provided by the Astree Electronic Tongue, have been identified. These benefits include the reduction of human panels and the associated difficulties

“With the Electronic Tongue, objective measurements of taste attributes and bitterness can be carried out”

attributes and bitterness can be carried out for both FDA approved and non-FDA approved active compounds. »

## Bristol-Myers Squibb



### Activity

Pharmaceutical laboratory

### Context

Bitterness assessment and taste masking effects evaluation

### Equipment

ASTREE Electronic Tongue

### User Contact

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### Website

<http://www.bms.com>