

Appendix 1 Sensory analysis transcript

Sample A: NON STUNNED

Colour	<u>RAW</u> : blood spots, darker in colour, more pink/purple from bruising <u>COOKED</u> : darker, browner patches, reflects colour of raw breast, more blood spots
Odour	Not as intense odour as stunned samples
Tenderness	Tooth stick Tender Soft Spongier
Juiciness	Moist Juicy
Overall Acceptability	Most preferred on eating quality
Others	22 chews

Sample B: STUNNED

Colour	<u>RAW</u> : whiter, paler, less blood spots, less bruising <u>COOKED</u> : some blood spots observed
Odour	Stronger odour Smells metallic – like spinach Smells bloody Smells of protein
Tenderness	Tooth Squeak Rubbery Chewier
Juiciness	Noticeably dryer than non-stunned samples
Overall Acceptability	Appearance more appealing but eating quality wise was less preferred but not unacceptable
Others	26 chews
