

# Understanding and measuring consumer food preferences

## REGISTRATION

- 300 euro SISS and E3S members
- 400 euro non SISS/E3S members

The registration includes:

- Lunch and break refreshments;
- All course materials consisting of notes based on the Powerpoint presentations plus a series of research papers that illustrate specific topics or techniques.
- SISS membership for 2013 (for non SISS members)

To register, please visit:

[www.sciencesensoriali.it/page](http://www.sciencesensoriali.it/page)

DEADLINE: 28th October, 2013



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**SOCIETÀ ITALIANA DI SCIENZE SENSORIALI**

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Milano, 7-8 November, 2013

Spazio Chiossetto - Sala Corridoni  
via Chiossetto 20



The course will be held by **John Prescott, PhD**. TasteMatters Research & Consulting (Sydney, Australia)

Specialist in the human perception of taste, smell and oral chemesthesis with a particular interest in how preferences for foods are formed



Organizers:

- Erminio Monteleone (University of Florence)
- Gian Paolo Zoboli (Adacta International)
- Massimo Barnabà (illycaffè)

## THE INSTRUCTOR

John Prescott holds a PhD in experimental psychology from the University of New South Wales, and has held academic positions in universities and research institutes in Australia and New Zealand, as well as honorary research positions in the UK and USA. He has taught basic and advanced courses in human perception and learning, the psychology of hedonics, and sensory science.

He is co-Editor of Food Quality & Preference and member of

the executive editorial board of Chemosensory Perception.

He authored more than 80 journal articles and 14 book chapters in areas such as cross-cultural taste perception and preferences, perception of pungency, the genetic basis of taste perception, flavour perception and the role of learning in taste and odour interactions, as well as several articles for more general consumption.

His new book is "Taste Matters. Why we like foods we do".

## THE COURSE

All sensory and consumer science is ultimately aimed at understanding consumers' preferences and the extent to which these preferences predict food choices. This workshop will cover the major influences in the development of food and beverage preferences, the important influences on preferences and how these affect food choices, and how food preferences are measured through rating scales and behavioural techniques.

The workshop features 8 sessions over two days:

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| 1. Origins of food preferences I         | 5. Individual differences and food choice               |
| 2. Origins of food preferences II        | 6. Rating scales: applications and limitations          |
| 3. Influences: Liking vs Wanting         | 7. Behavioural measures of choice, liking and attitudes |
| 4. Influences: Context & Decision making | 8. Psychology of consumer preferences                   |

Further information:

[www.scienzeensoriali.it](http://www.scienzeensoriali.it)