



## Scope of the Symposium

“Sensory and Consumer Science – Thinking out of the Box” is a symposium of the Sensorik Netzwerk Österreich SNÖ in partnership with the European Sensory Science Society E3S. At the same time, it will be the 4<sup>th</sup> Annual Conference of the SNÖ.



The topics of this symposium will cover scientific regions that might be considered as peripheral to traditional sensory analysis. The scope of the symposium is to demonstrate the huge diversity within sensory and consumer science and will also give a forum to demonstrate the inter- and multi-disciplinarity of sensory and consumer science. The complexity of the research fields make high demands on the involved scientists and might influence the sensory and consumer science considerably in the future.

## Schedule

### Monday, May 12, 2014

#### E3S Activities

#### 14:00-17:00 Mini Symposium of the E3S 'PDO Products Working Group'

Mario Zannoni: 'Introduction to PDO products and sensory analysis in Europe'

Francisco José Perez Elortondo & Dominique Valentin:

'What can sensory analysis of PDO products do for consumers?'

Patrizia Piccinali & Guido Ritter:

'What can sensory analysis of PDO products do for producers?'

Discussion

#### 14:00-17:00 Meeting of the E3S 'Children Working Group'

#### 17:15-18:30 E3S General Assembly

#### From 19:30 Dinner at 'Buschenschank Fuhrgassl-Huber'

Neustift am Walde 68, A1190 Wien (<http://www.fuhrgassl-huber.at>)

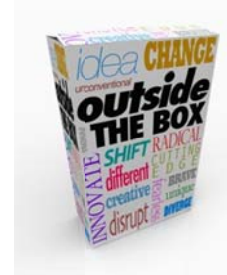
#### Further information on the activities of the E3S Working Groups:

- The PDO Mini Symposium is open to all SNÖ/E3S members. Registration is needed for organisational reasons.
- The meeting of the Children Working Group is dedicated to the members of the group. For detailed information on the meeting, please contact the working group coordinator Margrethe Hersleth (Margrethe.Hersleth@Nofima.no). Registration is needed for organisational reasons.

Tuesday, May 13, 2014

## 'Sensory and Consumer Science – Thinking out of the Box'

E3S Symposium – 4<sup>th</sup> Annual Conference of the Sensorik Netzwerk Österreich



9:00-9:30 **Opening of the Symposium**

Welcome addresses

9:30-10:50 **Plenary Lectures**

Johanna Palcu, Univ. of Vienna, Department of Applied Psychology, Austria  
'The embodied (consumer) mind: Psychological approaches to sensory and consumer science'

Erich Leitner, Graz Univ. of Technology, Austria  
'Sensory and flavour analysis of food-contact material'

10:50-11:20 Coffee break

11:20-12:35 **Lectures**

Florian Wild, Food Technology Consulting, Freising, Germany  
'Development and evaluation of non-animal protein rich products'

Susanne Maunz, FH Joanneum – Univ. of Applied Sciences, Graz, Austria  
'sense2 – the infants taste from multiple points of view'

Madalina Diaconu, Univ. of Vienna, Institute of Philosophy, Austria  
'Senses and the City'

12:35-14:00 Lunch break

14:00-15:45 **Flash Presentations**

15:45-16:10 **Short presentation** Johann Reisinger 'The Taste of Vienna'

**Closing Remarks**

16:10-17:00 Taste Party 'The Taste of Vienna'

Networking

## Call for papers

We kindly invite you to submit an abstract for a flash presentation (5-10 min with or without slides). Flash presentations are open for all topics that are relevant for sensory and consumer science. With respect to the workshop title 'Sensory and Consumer Science - Thinking out of the Box' we encourage everyone to submit contributions that are not within the centre of traditional sensory science!



Please submit your application with a short abstract to [snoe@boku.ac.at](mailto:snoe@boku.ac.at)

Deadline for abstract submission: **March 23, 2014**

## Venue

University of Natural Resources and Life Sciences  
Franz Schwackhöfer Haus, Peter Jordan Straße 82  
1190 Vienna, Austria

## Accommodation

The following hotels are within the reach of the conference venue. Please make your own hotel reservation!

- Hotel Kaiser Franz Josef, Sieveringer Straße 4, 1190 Vienna  
(Add the information 'attendee to the SNÖ symposium' with your reservation to receive the reduced SNÖ rate)
- Hotel Park Villa, Hasenauerstrasse 12, 1190 Wien
- Ibis Styles, Döblinger Hauptstraße 2, 1190 Vienna

## Symposium Fee and Registration

The symposium fee will cover participation at the symposium including culinary events on Tuesday as well as the conference proceedings. E3S activities on Monday afternoon are free of charge, but need registration for organisational reasons.

E3S – SNOE members	€ 150,-
E3S – SNOE student members	€ 100,-
Non-members	€ 220,-
On-site registration	€ 300,-
Evening event on Monday, May 12	€ 30,-

Please register via the SNOE homepage <http://snoe.boku.ac.at/>

Registration deadline: **April 28, 2014**

**The SNÖ and the E3S are looking forward to welcoming you in Vienna!**

Contact: Sensorik Netzwerk Österreich SNÖ  
Email: [snoe@boku.ac.at](mailto:snoe@boku.ac.at)  
Homepage: <http://snoe.boku.ac.at/>

