

Scope of the Symposium

“Sensory and Consumer Science – Thinking out of the Box” is a symposium of the SensorikNetzwerkÖsterreich SNÖ in partnership with the European Sensory Science Society E3S. At the same time, it will be the 4th 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’**

Chair: Elisabeth Buchinger

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

Francisco Josè 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, A-1190 Wien (<http://www.fuhrgassl-huber.at>)

Tuesday, May 13, 2014



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

E3S Symposium – 4th Annual Conference of the Sensorik Netzwerk Österreich

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

Welcome addresses Barbara Siegmung (SNÖ)
Joanne Hort (E3S)

9:30-12:35 **Plenary lectures, Chair: Barbara Siegmund**

9:30-10:10 Johanna Palcu, Univ. of Vienna, Department of Applied Psychology, Austria
"The embodied (consumer) mind: Psychological approaches to sensory and consumer science"

10:10-10:50 Erich Leitner, Graz Univ. of Technology, Institute of Analytical Chemistry and Food Chemistry, Austria
"Sensory and flavour analysis of food contact material"

10:50-11:20 *Coffee break*

11:20-11:45 Florian Wild, Food Technology Consulting, Freising, Germany
"Development and evaluation of non-animal protein-rich products"

11:45-12:10 Susanne Maunz & Jochen Martin, FH Joanneum – Univ. of Applied Sciences, Graz, Austria
"Sense2 – the infants taste from multiple points of view"

12:10-12:35 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, Chair: Klaus Dürschmid**

Thomas Brunner, Bern University of Applied Sciences, Switzerland
"Topsy-turvy world: Coffee consumption and fair trade"

Luca Casetti, Bern University of Applied Sciences, Switzerland
"The story matters! Product description and hedonic evaluation"

Attila Gere, Corvinus University of Budapest, Hungary
"Can we predict gazing behaviour?"

Margrethe Hersleth, Nofima AS, Norway
"Can a trained sensory panel evaluate satiety?"

Benjamin Missbach, University of Vienna, Austria
“Mental imagery and food intake behavior”

Carina Reinisch, Graz University of Technology, Austria
“Sensory Analysis of wood pellets”

Sara Spinelli, SemioSensory, Research & Consulting, Prato, Italy
“When liking is not enough. Emotions as key for a better understanding of product performance”

Martin Wendelin, Sensorik Netzwerk Österreich / Symrise, Austria
“The Association between odour and age groups - A work in progress by the Sensorik Netzwerk Österreich”

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

Venue

University of Natural Resources and Life Sciences
Franz SchwackhöferHaus, 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 ‘attende 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

The SNÖ and the E3S are glad to welcome you in Vienna!

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