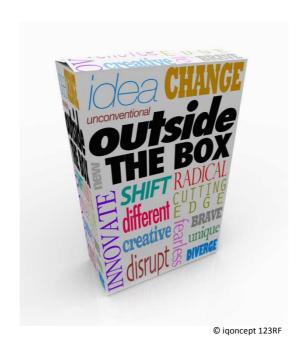




# **Final Program**

# **Sensory and Consumer Science Thinking out of the Box**



Symposium of the

# SensorikNetzwerkÖsterreich SNÖ

in partnership with the

# **European Sensory Science Society E3S**

May 12-13, 2014

Vienna, University of Natural Resources and Life Sciences

## 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 4<sup>th</sup> Annual Conference of the SNÖ.

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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 interand 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

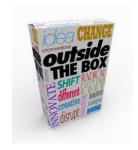
14:00-17:00 Meeting of the E3S 'Children Working Group'

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)

## '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 - Rathers Siggmung (SNÖ)
	Welcome addresses Barbara Siegmung (SNÖ)  Joanne Hort (E3S)
	, <i>,</i>
9:30-12:35	Plenary lectures, Chair: Barbara Siegmund
9:30-10:10	<u>Johanna Palcu</u> , 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	<u>Susanne Maunz &amp; Jochen Martin</u> , 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 Dürrschmid
	Thomas Brunner, Bern University of Applied Sciences, Switzerland "Topsy-turvy world: Coffee consumption and fair trade"
	<u>Luca Casetti</u> , 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 bevior"

Carina Reinisch, Graz University of Technology, Austria

"Sensory Analysis of woof 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**

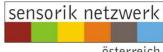
The following hotels are with the reach of the conference venue. Please make your own hotel reservation!

- 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

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

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