



THINKING OUT OF THE BOX: SENSORY PRESENT & FUTURE

5TH E3S SYMPOSIUM. THE NETHERLANDS 2016

9 May

Delta Hotel

Maasboulevard 15

3133 AK Vlaardingen

10 May

Unilever R&D Vlaardingen

Olivier van Noortlaan 120

3133 AT Vlaardingen

E3S is arranging a General Assembly and Working Group Workshops on Monday 9th of May at the [Delta hotel](#).

Programme for the Monday 9th of May

13.00-14.00 E3S Sensitivity Working Group meeting

14.00-14.30 Coffee break

Parallel sessions:

14.30-16.00 E3S Education Working Group

14.30-16.00 E3S Children Working Group

16.30-17.00 E3S PDO Working Group

17.00-19.00 E3S General Assembly

19.30 Dinner

Programme and registration: e3sensory.eu



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Programme for the Tuesday 10th of May

Opening

- 9.30 **General Welcome to Unilever R&D Vlaardingen**
Rob Hamer *Unilever R&D Vlaardingen, NL*
- 9.35 **Introduction to MOA Sensory Science group**
Pieter Punter *OP&P Product Research, NL*
Welcome on behalf of E3S
Margrethe Hersleth *Chair E3S, Nofima, Norway*
- 9.55 **Introduction of the programme**
Liesbeth Zandstra *Unilever R&D Vlaardingen, NL*
Betina Piqueras-Fizman *Wageningen University, NL*

Use of sensory in NPD/company

- 10.00 **Rick Schifferstein** *Delft University of Technology, NL*
Designing new food experiences: The role of sensory research
- 10.45 **Julien Delarue** *AgroParisTech, France*
Alternative sensory methods to identify subjective dimensions
- 11.15 **Coffee break**

New methods for sensory: sensory becoming more sensitive

- 11.45 **Danielle van Hout** *Unilever R&D Vlaardingen, NL*
Seeking the perfect product experience. Novel indirect consumer scaling approaches based on sensory psychophysics
- 12.15 **Stefanie Kremer** *Food & Biobased Research, NL*
New methods to quantify sensory experiences
- 12.45 **Lunch**

New approaches to sensory: Sensory science "going out there"

- 13.45 **Agnès Giboreau** *Institute Paul Bocuse, France*
Sensory experience in the digital kitchen
- 14.15 **Jettie Hoonhout** *Philips Research, NL*
Ambient context and sensory perception/ appreciation

Sensory by Design

- 14.45 **Tjeerd van der Laan** *Purple Bee Hive B.V., NL*
From meat to vegetarian burgers: The role of sensory perception
- 15.15 **Maarten Schutyser** *Wageningen University, NL*
3D printing technology for high protein foods
- 15.45 **Coffee break**
- 16.15 **Kees de Graaf** *Wageningen University, NL*
Sensory science at WUR: Achievements and challenges ahead
- 17.00 **Closure**

Registration includes refreshments and lunch on the 10th.

Symposium (10th May): 100€

To register please visit: <http://moaweb.nl/sensorisch-onderzoek/e3s-symposium.html>

Invoices will be distributed around mid-March.

Deadline for registration: April 20th

ORGANISING TEAM

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Wageningen University, NL

Liesbeth Zandstra
Unilever R&D Vlaardingen, NL

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