

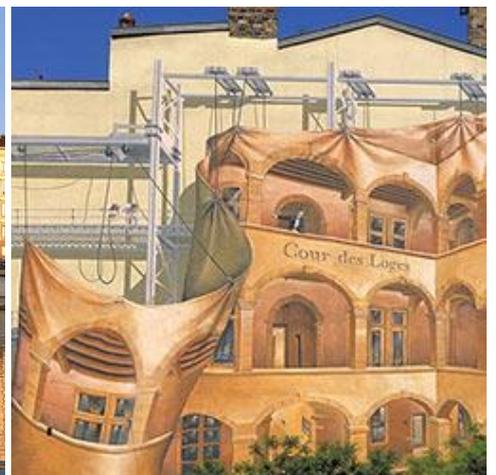
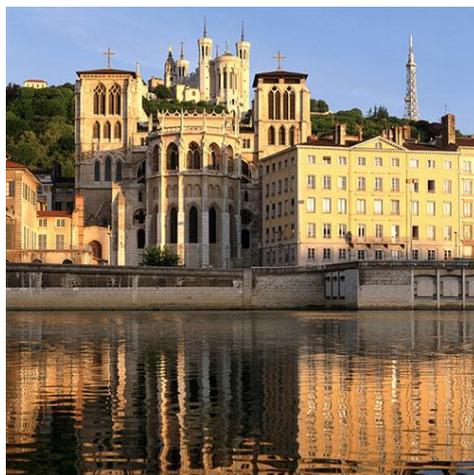
**13-15 November 2019**

**A 3-day research event**

## **Food & Hospitality Multisensory Perspectives**

**Day 1-2 – Interdisciplinary Perspectives of Hospitality Research**

**Day 3 – Food Perception Mechanisms for Innovation & Health**



**Lyon, France**

We are excited to invite you to our symposium that focuses on multisensory perspectives of the consumer experience: dining atmospherics, meal experience, flavour perception and beyond.

Our event consists of two parts that link consumer experience research and design thinking in hospitality (Day 1 -2) with food perception, cognitive mechanisms and sensory analysis (Day 3). The aim is to explore and develop new research agenda and cooperation among the participants.

The first two days on consumer experience research are jointly organised by three leading institutions in the experience research field, Breda UAS, Haaga-Helia UAS and Institut Paul Bocuse, and sponsored by EuroCHRIE as an official small group meeting (SGM).

The third day is a scientific research symposium organised by the Institut Paul Bocuse Research Center with a focus on food and flavour perception mechanisms in relation to innovation and health.

The aim of these events is to create a truly multidisciplinary environment that can help to open new research avenues and stimulate cooperation within these exciting fields of exploration. The first two days focus on how food and hospitality experiences can be designed and measured. The third day moves forward to a detailed analysis of food experience by investigating food and flavour perception mechanisms and exploring the business and public health outcomes.

## **Days 1-2. Food Experience and Beyond Interdisciplinary Perspectives of Hospitality Research**

### **A EuroCHRIE small group meeting (SGM)**

organised by Breda UAS, Haaga-Helia UAS and Institut Paul Bocuse:

13/11/19. Day 1: Experience research methods

14/11/19. Day 2: The future of interdisciplinary research on food experience and beyond

## **Day 3. Food Perception:**

### **Mechanisms, innovation & health**

#### **A research symposium:**

organised by Institut Paul Bocuse:

15/11/19. Day 3: Mechanisms, innovation & health

# Overview of the program

## Day 1: Experience research methods

**13<sup>th</sup> November, Institut Paul Bocuse, Ecully**

- 14:30 Welcome coffee
- 15:00 Visit of the school and research centre facilities / experimental restaurant, Living Lab
- 15:45 Experience research demonstrations
  - Biometric emotion measurement (Breda UAS)
  - Immersive experiences powered by The Box (Haaga-Helia UAS)
  - « Apéro Sensoriel » (Institut Paul Bocuse)
- 19.30 *Optional dinner*

## Day 2: The future of interdisciplinary research on food experience and beyond

**14<sup>th</sup> November, Lyon city center**

- 9:00 Opening
- 9:30 Research input presentations and initial task force formation
- 10:30 Networking and poster break
- 11:00 Brainstorming workshops on future research avenues and collaborations
- 12:30 Lunch
- 13:30 Brainstorming workshops continue
- 15:00 Networking break
- 15:30 Research agenda and task force finalization
- 17:00 Closing
- 19:30 *Optional dinner in Lyon*

## Day 3: Food perception: mechanisms, innovation & health

**15<sup>th</sup> November, Lyon city centre**

- 9:00 Opening
- 9:30 Key note 1: Dr. Debra Zellner, Montclair State University (USA)
- 10:30 Networking and poster break
- 11:00 Selected presentations based on submitted abstracts
- 12:30 Lunch and poster break
- 13:30 Key note speaker 2: Pr. Erminio Monteleone, University of Florence (It)
- 15:00 Networking and poster break
- 15:30 Selected presentations based on submitted abstracts
- 17:00 Closing

We warmly welcome all participants to join in the optional dinner on November 14.

## Call for participation/ abstracts

Please find the calls for participation and abstracts on page 4 (days 1-2) and page 6 (day 3), and general guidelines for submissions on page 7.

## Target audience

Scientists, food developers, R&D professionals, healthcare professionals, clinical researchers, others working in the fields of cognition, nutrition, sensory science.

Chefs, consumer experience researchers, hospitality researchers, foodservice researchers, food engineers

## Registration fees

	Delegates	PhD students
One event	100 €	50 €
Both events	190 €	95 €
Optional dinner Nov 13	50 €	50 €
Optional dinner Nov 14	50 €	50 €

## Website

All information can be found on the Institut Paul Bocuse website:

<http://research.institutpaulbocuse.com/en/events/events-november-13th-14th-and-15th-2019-12269.kjsp?RH=1393945073184>

**Call for participation: EuroCHRIE SGM organized by  
Breda UAS, Haaga-Helia UAS & Institut Paul Bocuse**

**Food Experience and Beyond:  
Interdisciplinary Perspectives of Hospitality Research**

Traditionally, dining research has been divided into several separate streams, including focuses on health and nutrition, gastronomy and tourism, restaurant design, marketing and branding, and service quality. Together, all the findings contribute to our understanding of the customer dining experience. Furthermore, the field closely links with the wider domain of hospitality research that also aims to explore customer experience. With an increasing emphasis on customer-centric experiences, there is a need for these separate research streams to bridge the gaps and develop interdisciplinary links.

Technological advancement has allowed significant development in the separate fields, but the creation of personalized dining experiences requires combining them in a comprehensive manner to produce holistic outcomes. Despite being an area of major interest in hospitality management, and one of hospitality's signature areas in bringing delight to the guest, dining research has remained relatively underrepresented in hospitality academia. Therefore, this small group meeting aims to bring together academics from the various subfields to develop a mutual understanding and future vision of research direction in the field.

Increased competition in the restaurant industry forces practitioners to develop more immersive experiences, and setting an interdisciplinary research agenda will contribute to the exploration needed to create such outcomes. The application of design thinking in the field has further opened new doors to approach the topic. The focus of this symposium extends beyond that of a traditional research event. Our goal is to create links not only between academics in different fields, but also between academics and practitioners focused on dining and hospitality. The ultimate aim is to develop innovative research task forces and framing for experience research that builds on design thinking.

Our symposium theme is "Food Experience and Beyond: Interdisciplinary Perspectives of Hospitality Research" and we invite expressions of interest in participation in one or all of the following types:

- Results of experience research in the dining or hospitality / food service fields
- An agenda of future research needs and themes in the same fields, based on the authors' experience and expertise
- A "burning question"; a topic that requires urgent attention within the field of dining or hospitality and food experience

Our event does not follow the traditional agenda of an academic conference. Following a facilitated co-working seminar format, our objectives are to produce a research agenda and task forces to tackle its different parts. While we invite participants to submit their research findings, the findings can be presented as posters if requested. Instead of traditional stand-up presentations, the submissions will be shared during our research agenda brainstorming and development, with the objective of multiplying and further co-creating our understanding of the future of research in this field.

Our event starts with an afternoon of experience research demonstrations from the three organizing institutions, finishing with a food experience at the restaurant of Institut Paul Bocuse. These act as "food for thought" for the main day of the symposium. The day will be organized around facilitated thematic workshops and idea creation, and the organizing committee will establish the themes based on the profiles of the participants. The aim is to generate lively exchange of experiences and ideas and develop interdisciplinary connections that provide components for new research and cross-national task forces ready to engage with the defined topics. A further desire is to publish a manifesto-type article in a cross-disciplinary journal to share the research agenda developed during the symposium with others in the field.

## Call for abstracts Institut Paul Bocuse symposium

### Food Perception: Mechanisms, Innovation & Health

To which extent the scientific understanding of the cross-talk between the senses may stimulate innovation in the food and beverage industry and help society to face contemporary challenges in public health.

The recent scientific literature on flavor perception has highlighted the existence of different types of interactions between perceptual features belonging to different modalities constitutive of flavor (e.g. cross-modal associations, correspondences, masking,...) (Auvray & Spence, 2008; Zellner et al. 2018).

Beyond the mere scientific understanding of the varieties of multisensory interactions, it has been put forward that tapping into these mechanisms may contribute to

- i) better meet new consumer's expectations in the food and beverage domain
- ii) better understanding of how sensory cues can be used to better energy intake control and overcome specific sensory deficits in fragile populations (e.g. elderly, cancer patients),
- iii) consumer acceptability of healthier food groups (e.g. vegetables and legumes) and development of healthier products (e.g. fat and salt reduced alternatives).

The scientific board of the international symposium on flavor perception will be glad to welcome contributions addressing themes described below:

- Theoretical issues shedding light on the varieties of mechanisms at hand in flavor perception
- Empirical work investigating the influence of these mechanisms on perceptual or decisional variables (detection, identification, categorization, linking and food enjoyment)
- Empirical work or position papers on the efficient ways to ground food innovation, marketing tools, public health interventions in the mechanisms underpinning flavor perception.
- Exploration of the role of sensory enhancement on consumers' food preferences, energy intake and health outcomes.

The symposium will be interdisciplinary, therefore all the research fields and methodologies are welcome. Nevertheless, a focus on the food or flavor perception mechanisms (perceptual, physiological, neural, and social) is expected.

#### Why should attend?

- Listen to experts present the latest cutting edge research on flavor perception mechanisms
- Broaden the scope of delegates' knowledge on food perception and multisensory interaction with product development and health
- Opportunity for networking with peers from different sectors

Roque, J., Auvray, M., & Lafraire, J. (2018). *Understanding Freshness Perception from the Cognitive Mechanisms of Flavor: The Case of Beverages*. *Frontiers in Psychology*, 8. <https://doi.org/10.3389/fpsyg.2017.02360>

Roque, J., Lafraire, J., Spence, C., & Auvray, M. (2018). *The influence of audiovisual stimuli cuing temperature, carbonation, and color on the categorization of freshness in beverages*. *Journal of Sensory Studies*, 33(6), e12469.

Giboreau, A., & Dougkas, A. (2018). *Gastronomy as an Aid to Increasing people's Food Intake at Healthcare Institutions*. In *Encyclopedia of Food Security and Sustainability*.

Joussain P, Giboreau A, Fontas M, Laville M, Hummel T, Souquet T, Bensafi M. (2013) *Cisplatin chemotherapy decreases hedonic appreciation of food odors in bronchial cancer patients*. *Lung Cancer*. 82, 168– 170. <http://dx.doi.org/10.1016/j.lungcan.2013.06.009>.

## General guidelines for submissions

We welcome proposals for oral presentations and posters from all disciplines.

The word count for abstract (including title, authors and affiliations) must not exceed 300 words. It must be formatted as a single paragraph with no subheadings. Start with the title (mostly in lower case), name of authors (e.g. Barbara D Dupont), with presenter underlined, affiliation and one postal address, complete with postcode and country, followed on the same line by one stand-alone email address. You are allowed to send a couple of graphs, tables, etc. as a separate document in addition to your main submission. Any references or acknowledgments must be included within the single paragraph of the abstract.

PhD candidates who wish to apply for a bursary for the event of Friday 15 (Day 3) are requested to include one additional paragraph specifying the novelty of their work and their motivation to participate in the meeting. Bursaries (Fri 15 only) will be available for PhD students who give an oral presentation, judged based on the quality of their abstracts.

**Please save your files using one major keyword (related to Day 2 or Day 3 program) and name of the submitter as shown below:**

For submission to day 2 program (Food experience and beyond: Interdisciplinary perspectives of hospitality research) please save your submission as:

**experience\_dupont.doc**

For submission to day 3 program (Food Perception: mechanisms, Innovation & Health) also indicate your preference for oral or poster and save your abstract as:

**food\_dupont.doc**

Send proposals to:

[symposium@institutpaulbocuse.com](mailto:symposium@institutpaulbocuse.com)

### IMPORTANT DATES:

	<b>PROGRAM</b>
June 14 <sup>th</sup>	Call for participation / abstracts
July 31 <sup>st</sup>	Submission deadline
September 15 <sup>th</sup>	Notification of acceptance
September 27 <sup>th</sup>	Notification of bursaries (Fri 15 event)
October 17 <sup>th</sup>	Closing of registration

# Organizers



RECHERCHE  
Science & Innovation

Inspired by its two visionary co-founders and their extraordinary careers - **Paul Bocuse**, international star of the culinary arts, and chef of the century with 3 Michelin stars for 50 years, and **G rard P lissson**, co-founder of the Accor Group, the epitome of managerial and entrepreneurial success – **the Institut Paul Bocuse** provides instruction in the fields of Hospitality Management and Culinary Arts to 1 000 students coming from more than 50 different countries.

The Institut Paul Bocuse **Research Center** conducts multidisciplinary research on food and hospitality questions in relation to pleasure and health, worldwide. The Center conducts collaborative research projects privileging real-life studies, offers a doctoral program with partner universities and develops operational knowledge for companies, based on cooperation between researchers and professional experts. These works are grounded in theoretical concepts of academic disciplines (sustainability, sociology, cognitive science, nutrition) allowing to gain knowledge and identify openings for optimisation and innovation.



Haaga-Helia is a strongly business orientated university of applied sciences in Finland. Through education, research and development, we prepare professionals for business and services. We focus on co-operation, entrepreneurship, innovation and internationality.



Breda University of Applied Sciences is a medium-sized, government-funded higher education institute. More than 7,000 Dutch and international students from some 100 countries are studying at our institute. We offer bachelor's and master's programme at professional ('hbo') and academic ('wo') level in the domains of Games, Media, Hotel, Facility, Logistics, Built Environment, Tourism and Leisure & Events.



EuroCHRIE is the official federation for Europe, the Mediterranean Basin and Africa of International CHRIE, the leading international organisation that supports education and training for the world's largest industry. The European Federation brings together educators from hospitality & tourism management schools and universities into a global network in close co-operation with industry representatives. Under the CHRIE umbrella, both education and industry combine their efforts to shape the future of hospitality & tourism. EuroCHRIE small group meetings (SGM) are a novel platform to share information and exchange ideas throughout the year and foster development of regional cooperation between members.

## Welcome to Lyon!