



13th Sep 2022

10:00-11:15

Tutorial 1: Multivariate Data Analysis in Sensory Evaluation (or, why PCA should be your desert island airplane)

Teatro Hall
Full tutorial information:
<https://www.eurosense.elsevier.com/Sensometrics.asp>
[<https://www.eurosense.elsevier.com/Sensometrics.asp>]

Tutorial 2: An introduction to text analysis with R for sensory and consumer scientists

Logi Hall
Full tutorial information:
<https://www.eurosense.elsevier.com/Sensometrics.asp>
[<https://www.eurosense.elsevier.com/Sensometrics.asp>]

Flavoria Research Visit

11:15 Opening Words: Welcome to University of Turku

11:25 What is Flavoria® Research Platform? Introduction to Flavoria and Aistikattila - Pauliina Ojansivu

11:45 Measuring consumer choices and liking for academic and commercial research in Flavoria - Mari Norrdal

12:05 The Sound of Silence: Presence and absence of sound affects meal duration and hedonic eating experience - Signe Lund Mathiensen

12:25 Time for discussion

Space is limited to 45 persons on a first-come, first-served basis.

Booking information and Full Research visit information:
<https://www.eurosense.elsevier.com/Flavoria-Researc-%20visit.asp>
[<https://www.eurosense.elsevier.com/Flavoria-Researc-%20visit.asp>]

11:15-13:00

13:00-14:00

14:00-15:30

Registration
Logomo Lobby

ECR Seminar 1

Logi Hall
Miss Karina Gonzalez Estanol, Miss Saumya Sood

14:00-14:10 [ECR1.1]

Exploring consumer and wine expert views towards verjuice: a grape-based product made from a viticultural waste

Amanda Dupas de Matos^{1,2}, Joanne Hort^{1,2}

¹Food Experience and Sensory Testing (Feast) Lab, Massey University, Palmerston North, New Zealand. ²Massey University Riddet Institute, Palmerston North, New Zealand

14:10-14:20 [ECR1.2]

Drivers and barriers of seafood consumption in Sweden: an exploratory study using eye tracking at the point of purchase

Elena Costa^{1,2}, Elizabeth Collier^{1,3}, Penny Bergman¹

¹RISE Research Institutes Of Sweden, Göteborg, Sweden. ²University of Gothenburg, Göteborg, Sweden. ³Linköping University, Linköping, Sweden

14:20-14:30 [ECR1.3]

Exploring the factors affecting Irish and French students' willingness to consume insects

Priya Vishnumurthy¹, Leocardia Ranga², Maria Dermiki²

¹Clermont-Ferrand Polytech, Aubiere, France. ²Institute of Technology Sligo School of Science, Sligo, Ireland

14:30-14:40 [ECR1.4]

Does taste influence consumer acceptance of alcohol-free beer, wine, and gin – a before and after consumption study

Irma Dupuis^{1,2}, Madeline Kavanagh¹, Kristine Deroover^{1,3,4}, Melanie Pirinen^{1,2}, Taiwo Akanbi^{1,2}, Emma Beckett^{1,3,4,2,5}, Tamara Bucher^{1,3,4,2}

¹The University of Newcastle, Callaghan, Australia. ²Doctoral Training Centre for Food and Agribusiness, The University of Newcastle, Callaghan, Australia. ³Priority Research Centre for Physical Activity and Nutrition, The University of Newcastle, Callaghan, Australia. ⁴Priority Research Centre for Health Behaviour, The University of Newcastle, Callaghan, Australia. ⁵The University of Newcastle Hunter Medical Research Institute, New Lambton, Australia

14:40-14:50 [ECR1.5]

Developing and marketing sorghum baked products: characterization and Consumer acceptance of sorghum biscuits
Pulane Nkhabutlane

National University of Lesotho, Roma, Lesotho

14:50-15:00 [ECR1.6]

Communicating food sustainability to consumers: exploring the use of implicit approaches to assess institutional campaigns.

Alejandra Bermúdez, López-Mas Laura, Guerrero Luis

	<p><i>Institute of Agrifood Research and Technology (IRTA), Monells, Spain</i></p> <p>15:00-15:10 [ECR1.7] Tell me how much food you waste, and I'll tell you who you are - The relation between consumers' perceived food waste and their personality Kristine Svartebekk Myhrer, Mari Øvrum Gaarder, Valerie Lengard Almli, Ingunn Berget <i>Nofima, Norwegian Institute of Food, Fisheries and Aquaculture Research, Ås, Norway</i></p> <p>15:10-15:20 [ECR1.8] Association between consumers' attachment towards meat on sensory properties and preferences of plant-based meat alternatives Ansung Kim¹, Åsa Öström¹, Mihaela Mihnea¹, Victoria Sörensen², Lisa-Maria Oberrauter², Jun Niimi² ¹<i>School of Hospitality, Culinary Arts & Meal Science, Örebro University, Örebro, Sweden.</i> ²<i>RISE Research Institutes of Sweden, Division of Bioeconomy & Health, Perception and Design, Gothenburg, Sweden</i></p>	
15:30-16:10	<p>Opening and welcome Logomo Hall Welcome to Turku and Finland: Mari Sandell and Terhi Pohjanheimo</p> <p>E3S Chair welcome and 10th Anniversary of the E3S: Paula Varela and Joanne Hort</p>	
16:10-16:25	<p>2nd E3S Established Researcher Award to Erminio Monteleone Logomo Hall</p>	
16:25-17:45	<p>Plenary Session 1 Logomo Hall Dr Terhi Pohjanheimo, Prof Mari Sandell [KN01] Jörg Hofman, LSG Group, Germany</p> <p>[KN02] Rick Schifferstein, Delft University of Technology, The Netherlands</p> <p>16:25-17:05 [KN01] Different view Jörg Hofmann <i>Previous head of culinary excellence at LSG, Neu - Isenburg, Germany</i></p> <p>17:05-17:45 [KN02] Designing interventions to improve food behaviors Hendrik Schifferstein</p>	

Delft University of Technology, Delft, The Netherlands

17:45-19:45

Welcome Reception

Logomo Lobby

14th Sep 2022

<p>08:00-09:00</p>	<p>Registration Logomo Lobby</p>	<p>EyeQuestion Software Workshop "Future, Fast, Fun! Learn the innovative ways to conduct sensory and consumer research with EyeQuestion" Logi Hall For over two decades, EyeQuestion is proud to be a powerful ingredient to efficiently discovering high-quality insights in product perception. EyeQuestion has been at the forefront of innovation, developing the world's first web application software for Sensory and Consumer Research.</p> <p>We invite you to join our workshop in EuroSense 2022, where we will be showcasing the latest innovations we have been developing. Get ready to discover how EyeQuestion will be the secret ingredient to your success.</p>	<p>HCD: Multi-Sensory Branding Workshop Teatro Hall Life is a sensory experience using all the different sensory triggers to help us be aware of what is happening around us. For decades marketers have been building expertise in reaching consumers through the five senses—deploying sensory cues that can intensify perceptions of brands. Understanding that even without conscious awareness our bodily sensations drive the decisions we make market and consumer researchers are recognizing how powerful the responses to nonconscious stimuli can be. The senses affect attitude, mood, and even memory more profoundly than words ever could. Every consumer company should be thinking about design in a holistic way, using the senses to help create and intensify brand personalities that consumers will cherish and remember.</p> <p>In this workshop you will participate in group discussion about how sensory teams can inform marketing strategy and engage in an interactive exercise related to multi-sensory marketing experiences in order to stand out from the competition as well as the importance of Brand Harmony in design and testing.</p>
<p>09:00-09:35</p>	<p>Plenary Session 2 Logomo Hall Dr Heikki Aisala [KN03] Lauri Reuter, Nordic FoodTech VC, Finland</p> <p>09:00-09:35 [KN03] Human mozzarella and other tech-recipes for the future <u>Lauri Reuter</u> Nordic Foodtech VC, Helsinki, Finland</p>		
<p>09:35-11:05</p>	<p>Parallel session 1: Sensory, FoodTech & Health Logomo Hall DR. Klaus Dürrschmid</p> <p>09:35-09:50 [O1.1] Optimising food swap recommendations to increase basket healthfulness: The role of the similarity of alternatives to the original choice <u>Eva Schruff-Lim</u>, Ellen Van Loo, Ivo van der Lans, Hans van Trijp Wageningen University, Wageningen, The Netherlands</p> <p>09:50-10:05 [O1.2]</p>	<p>Parallel session 2: Sensory and Consumer Science for Sustainability Logi Hall Mrs Margrethe Hersleth</p> <p>09:35-09:50 [O2.1] Using research design to minimise the environmental impact of your product development process Victoria Norton¹, Olivier Lescop², Joanna Yorke¹, Rochelle Avila², Simon Hails¹ ¹Sensory Dimensions, Reading, UK. ²Pladis Global, Hayes, UK</p> <p>09:50-10:05 [O2.2]</p>	<p>Workshop 1: Use of AI in sensory and consumer research -Industry applications Teatro Hall Workshop lead and moderation: Katja Tiitinen*</p> <p>"Cat's feeding behaviors and their personality traits – insights from unsupervised learning". Julien Rogues*</p> <p>"Using AI in industry: challenges and tips from the user's point of view". Emira Mehinagic *</p> <p>"Predicting Flavor trends from multisource data." Dariah Lutsch *</p>

Processed foods: Associations, healthiness perception and drivers for acceptance among Swiss and Spanish consumers
[Alenica Hässig](#)¹, Michael Siegrist¹, Luis Manuel Sanchez-Siles², Christina Hartmann¹

¹ETH Zuerich, Zuerich, Switzerland. ²Hero Group, Murcia, Spain

10:05-10:20 [O1.3]

Does altering food texture influence appetite and the subsequent food intake?

[Ecaterina Stribitcaia](#), John Blundell, Graham Finlayson, Catherine Gibbons, Anwasha Sarkar
University of Leeds, Leeds, UK

10:20-10:35 [O1.4]

Designing textually complex model foods for satiation

[Niamh Patterson](#)¹, Yvonne Kuiper¹, Sophia Rodrigues², Bryony James², Nicholas Gant¹, Michael Hautus¹
¹The University of Auckland, Auckland, New Zealand. ²The University of Waikato, Hamilton, New Zealand

10:35-10:50 [O1.5]

Naturalness and impact on olfactory sensoriality

[Charlotte Tournier](#)¹, Marine Douguet¹, Romane Le Ponner¹, Oréane Varasse¹, Carmen Villatoro²
¹SENENET, CESSON SEVIGNE, France. ²SENENET, SAN CUGAT, Spain

10:50-11:05 [O1.6]

Promoting the unhealthy with health: nutrition claims in sweet and savoury snacks

Mathilde Tønning Tønnesen, Tino Bech Larsen, [Liisa Lähteenmäki](#)
Aarhus University Mapp Centre, Aarhus, Denmark

Sensory profiles of plant-based protein ingredients depend on plant family

[Mari Sandell](#)¹, Antti Knaapila¹, Emmi Lukkari¹, Fabio Tuccillo¹, Katariina Niklander¹, Minnamari Edelmann¹, Heikki Aisala², Vieno Piironen¹, Anna-Maija Lampi¹, Kati Katina¹

¹University of Helsinki, Department of Food and Nutrition, Helsinki, Finland. ²VTT Technical Research Centre of Finland Ltd, Espoo, Finland

10:05-10:20 [O2.3]

Can quality replace quantity? Pleasure-driven reduction in red meat consumption

[Barbara Andersen](#)¹, Nora Chaaban¹, Mogens Vestergaard², Iben Christiansen³, Kirstine Jørgensen⁴, Lisbeth Mogensen⁵, Troels Kristensen⁵, Margrethe Therkildsen¹

¹Aarhus University Department of Food Science, Aarhus, Denmark. ²Aarhus University Department of Animal Science, Tjele, Denmark. ³Innovationscenter of Organic Agriculture, Aarhus, Denmark. ⁴Center of Free Range Animals, Aarhus, Denmark. ⁵Aarhus University Department of Agroecology, Tjele, Denmark

10:20-10:35 [O2.4]

Consumer perception of the contributions of biodynamic agriculture to sustainability and biodiversity conservation: Insights from the United Kingdom, Australia, Singapore and Germany

[Sara Jaeger](#)¹, F. Roger Harker¹, Gaston Ares²
¹The New Zealand Institute of Plant and Food Research Ltd., Auckland, New Zealand. ²Universidad de la Republica, Montevideo, Uruguay

10:35-10:50 [O2.5]

Consumer acceptance of edible coatings on apples: The role of food technology neophobia and information about purpose

[Tamara Bucher](#)^{1,2}, Jaala Malcolm¹, Soumi Paul Mukhopadhyay^{3,1}, Quan Vuong¹, Emma Beckett^{1,2}

¹The University of Newcastle, Callaghan, Australia. ²Hunter Medical Research Institute, New Lambton, Australia. ³NSW Department of Primary Industries Gosford Primary Industries Institute, Ourimbah, Australia

10:50-11:05 [O2.6]

The importance of sensory product experience in Danish consumers' acceptance of vertical farming: Case study with vertically farmed and organic salad greens

[Michael Bom Frøst](#)¹, Sara R. Jaeger²

“SWOT- How to assess your company’s Consumer and Sensory sciences teams AI capabilities?” Danielle van Hout* & Vanessa Rios de Souza

09:35-11:05 [WK.1]

WORKSHOP: Use of AI in sensory and consumer research - Industry applications

[Katja Tiitinen](#)¹, [Julien Rogues](#)², Emira Mehinagic², Dariah Lutsch¹, Danielle Van Hout³, Vanessa Rios de Souza³
¹Symrise, Holzminden, Germany. ²Symrise, Elven, France. ³Aigora, Midlothian, USA

¹University of Copenhagen Faculty of Science, Frederiksberg, Denmark. ²Plant and Food Research, Auckland, New Zealand

11:05-11:30

Refreshment Break

Logomo Lobby

11:30-12:30

Flash presentation 1

Logomo Hall

Prof Monica Laureati

11:30-11:35 [FP1.01]

How do taste perception and eating behavior in obese subjects with eating disorders?

Camilla Cattaneo¹, Sara Paola Mambrini², Simona Bertoli^{2,3}, Ella Pagliarini¹

¹Sensory & Consumer Science Lab (SCS_Lab), Department of Food, Environmental and Nutritional Sciences (DeFENS), University of Milan, Milan, Italy. ²International Center for the Assessment of Nutritional Status (ICANS), Department of Food, Environmental and Nutritional Sciences (DeFENS), University of Milan, Milan, Italy. ³IRCCS Istituto Auxologico Italiano Obesity Unit - Laboratory of Nutrition and Obesity Research, Department of Endocrine and Metabolic Diseases, Milan, Italy

11:35-11:40 [FP1.02]

7-day exposure to a novel protein-enriched milk drink increases familiarity

Doris Schicker^{1,2}, Qëndresa Rramani³, Shirley Xue Li Lim^{4,5}, Elodie Saruco⁶, Burkhard Pleger⁶, Bernd Weber³, Johannes Schultz³, Jessica Freiherr^{1,2}, Kathrin Ohla^{7,5}

¹Fraunhofer Institute for Process Engineering and Packaging IVV, Freising, Germany. ²Friedrich-Alexander-Universität Erlangen-Nürnberg, Erlangen, Germany. ³University of Bonn, Bonn, Germany. ⁴Research Center Jülich, Jülich, Germany. ⁵NutriAct-Competence Cluster Nutrition Research Berlin-Potsdam, Nuthetal, Germany. ⁶Ruhr-University Bochum, Bochum, Germany. ⁷Firmenich SA, Satigny, Switzerland

11:40-11:45 [FP1.03]

Mouthfeel perception and oral somatosensations: a review of assessment methods in consumer and cancer patients

Reisya Rizki Riantiningtyas^{1,2,3}, Agnès Giboreau^{1,2}, Amandine Bruyas⁴, Anestis Dougkas^{1,5}, Camille Kwiecien⁶, Florence Carrouel², Wender L.P. Bredie³

¹Institut Paul Bocuse Research Center, Ecully, France.

²Laboratory of Health Systemic Process UR4129, University Lyon 1, Villeurbanne, France. ³Department of Food Science,

ECR Seminar 2

Logi Hall

Miss Hannah Ford, Dr Victoria Norton

11:30-11:40 [ECR2.1]

DIY protein fortification: what foods are suitable for UK older adults to fortify at home? The recipe for success.

Rachel Smith¹, Lisa Methven¹, Miriam Clegg¹, Alexia Geny², Øydis Ueland³, Guro Helgesdotter Rognså³, Ida Synnøve Grini³, Claire Sulmont-Rosse²

¹University of Reading Department of Food and Nutritional Sciences, Reading, UK. ²Centre des Sciences du Goût et de l'Alimentation, CNRS, INRAE, Institut Agro, Université de Bourgogne-Franche-Comté, Dijon, France. ³Nofima AS As, Ås, Norway

11:40-11:50 [ECR2.2]

Understanding the influence of minerals and amino acids in the perception of saltiness from a samphire extract used in a snack base.

Saumya Sood, Lisa Methven, Qiaofen Cheng
University of Reading, Reading, UK

11:50-12:00 [ECR2.3]

Acceptance of health innovation in their food in French older consumers

Alexia Geny¹, Virginie Van Wymelbeke-Delannoy^{2,1}, Rachel Smith³, Lisa Methven⁴, Oydis Ueland⁵, Claire Sulmont-Rossé¹
¹Centre des Sciences du Goût et de l'Alimentation, CNRS, INRAE, Institut Agro, Université de Bourgogne-Franche-Comté, F-21000 Dijon, France. ²CHU Dijon Bourgogne F Mitterrand, Unité du Pôle Personnes Âgées, F-21000 Dijon, France. ³Department of Food and Nutritional Sciences, University of Reading, Whiteknights, Reading, RG6 6AP, UK. ⁴Department of Food and Nutritional Sciences, University of Reading, Whiteknights, Reading, Reading, RG6 6AP, UK. ⁵Nofima AS, Osloveien 1, 1430 Ås, Norway

12:00-12:10 [ECR2.4]

Retronasal aromas associated with smoke taint in wildfire affected wines and functionality of rinse protocol to reduce carryover of smoke flavor

University of Copenhagen, Copenhagen, Denmark. ⁴Institute of cancerology, Hospices Civils de Lyon, Lyon, France. ⁵Laboratoire Centre Européen Nutrition et Santé (CENS), CarMeN, University Lyon 1, Lyon, France. ⁶Danone Nutricia Research, Utrecht, The Netherlands

11:45-11:50 [FP1.04]

How do children decide what to eat? The role of food attributes and child characteristics on food preferences and perceptions

Manuela Rigo¹, Mohammadreza Mohebbi¹, Paul Harrison¹, Meghan Kelly², Annemarie Olsen³, Russell Keast⁴, Wender Bredie³, Catherine Georgie Russell⁴

¹Deakin University, Burwood, Australia. ²Deakin University, Geelong, Australia. ³University of Copenhagen, København, Denmark. ⁴Deakin University - Melbourne Burwood Campus, Burwood, Australia

11:50-11:55 [FP1.05]

Expert evaluation of co-created snack ideas by children in two settings, creative focus group and online platform

Martina Galler, Paula Vareal

Norwegian Institute of Food Fisheries and Aquaculture Research, Ås, Norway

11:55-12:00 [FP1.06]

Creepycrawlies or beauty queens? The effect of type of insect on the evaluation of foodscontaining insects

Klaudia Modlińska¹, Dominika Adamczyk², Dominika Maison², Katarzyna Goncikowska¹, Sebastian Ekström², Wojciech Pisula¹

¹Institute of Psychology Polish Academy of Sciences, Warszawa, Poland. ²University of Warsaw Faculty of Psychology, Warszawa, Poland

12:00-12:05 [FP1.07]

A longitudinal study of meat reduction using a stage-of-change approach

Alice Grønhøj, Tino Bech-Larsen, Julie Hesselberg

MAPP, Aarhus University, Aarhus, Denmark

12:05-12:10 [FP1.08]

Sensory profiling of savory crackers enriched with pea protein concentrate treated with alpha-galactosidase

Antti Knaapila¹, Outi Mattila², Sini Kuosmanen¹, Essi Päivärinta¹, Emilia Nordlund², Anne-Maria Pajari¹

Jenna A. Fryer, Elizabeth Tomasino
Oregon State University, Corvallis, OR, USA

12:10-12:20 [ECR2.5]

Insights into conching - processing effects on aroma and sensory properties

Yvonne Guckenbiehl¹, Eva Ortner¹, Isabell Rothkopf¹, Ute Schweiggert-Weisz^{1,2}, Susanne Naumann¹

¹Fraunhofer Institute for Process Engineering and Packaging IVV, Freising, Germany. ²University of Bonn, Bonn, Germany

	<p>¹University of Helsinki, Department of Food and Nutrition, Helsinki, Finland. ²VTT Technical Research Centre of Finland Ltd, Espoo, Finland</p> <p>12:10-12:15 [FP1.09] Influence of polysaccharides on the perception of red wine astringency and its sub-qualities <u>Lea Mehren</u>, Ingrid Weilack, Nadine Schulze-Kaysers, Fabian Weber University of Bonn. Institute of Nutritional and Food Science - Molecular Food Technology, Bonn, Germany</p> <p>12:15-12:20 [FP1.10] Extended TURF analysis: do you want your products to be consumed by more people or to be consumed more often? <u>Nancy Holthuysen</u>, Marjolein Rouwhof, Thierry Worch, Louise Snelders, Jonathan Rason, Stefanie Kremer Royal FrieslandCampina, Amersfoort, The Netherlands</p>		
12:30-13:55	<p>Lunch Logomo Lobby</p>		
13:55-14:30	<p>Plenary Session 3 Logomo Hall Dr Julien Delarue [KN04] Kathrin Ohla, Firmenich, Switzerland</p> <p>13:55-14:30 [KN04] An adaptive approach to chemosensory sensitivity - taste and smell sensitivity in laboratory and cohort studies <u>Kathrin Ohla</u> Firmenich, Satigny, Switzerland</p>		
14:30-16:00	<p>Parallel session 3: Sensometrics Logomo Hall Prof Carolina Chaya</p> <p>14:30-14:45 [O3.1] Multivariate data analysis and clustering of subjects in a Just about right task <u>Fabien Llobell</u>¹, Evelyne Vigneau², El Mostafa Qannari² ¹Addinsoft/XLSTAT, Paris, France. ²STATSC/ONIRIS/INRAE, Nantes, France</p> <p>14:45-15:00 [O3.2] Comparison of different ways of handling L-shaped data for integrating sensory and consumer information</p>	<p>Parallel session 4: Sensory for Plant-based food Logi Hall Asst Prof Barbara Vad Andersen</p> <p>14:30-14:45 [O4.1] Plant based proteins - Bitter or not bitter? Grete Metsoja^{1,2}, Helen Vaikma^{1,2}, <u>Sirli Rosenvald</u>¹ ¹TFTAK, Tallinn, Estonia. ²Tallinn University of Technology, Tallinn, Estonia</p> <p>14:45-15:00 [O4.2] The flavor of faba bean and its potential as a meat alternative <u>Fabio Tuccillo</u>¹, Katja Kantanen¹, Yaqin Wang¹, Minnamari Edelmann¹, Antti Knaapila¹, Kirsi Jouppila¹, Vieno Piironen¹, Anna-Maija Lampi¹, Mari Sandell^{1,2}, Kati Katina¹</p>	<p>Workshop 2: Reinforcing adoption of sustainable products innovation: new tools for new challenge in sensory & consumer science Teatro Hall</p> <p>14:30-16:00 [WK.2] Reinforcing adoption of sustainable products innovation: new tools for new challenge in sensory & consumer science <u>David MORIZET</u>¹, Sara SPINELLI², Carlos GOMEZ-CORONA³ ¹L'Oréal Research & Innovation, Paris, France. ²University Of Florence, Florence, Italy. ³Firmenich, Paris, France</p>

[Daniele Asioli](#)¹, [Nguyen Quoc Cuong](#)², [Paula Varela](#)³, [Tormod Naes](#)³

¹University of Reading School of Agriculture Policy and Development, Reading, UK. ²Ho Chi Minh City University of Technology, Ho Chi Minh City, Vietnam. ³Nofima AS As, Ås, Norway

15:00-15:15 [O3.3]

How many consumers to investigate sensory vocabulary interpretation?

[Eric Teillet](#)^{1,2}, [Laudine Bertrand](#)^{1,2,3}, [Arnaud Thomas](#)^{1,2}

¹SensoStat, Dijon, France. ²Société Française d'Analyse Sensorielle, Paris, France. ³L'institut Agro – Agrocampus Ouest, Rennes, France

15:15-15:30 [O3.4]

Using CATA for sensory profiling: assessment of the panel performance

[Laure Bonnet](#)¹, [Thibault Ferney](#)², [Thibault Riedel](#)², [El Mostafa Qannari](#)², [Fabien Llobell](#)³

¹Givaudan International AG, Kempthal, Switzerland. ²Oniris Nantes, Nantes, France. ³Addinsoft, Paris, France

15:30-15:45 [O3.5]

Concurrent vs. immediate retrospective temporal sensory data collection: A case study on lemon-flavoured carbonated alcoholic drinks

[Michel Visalli](#)¹, [Takahiro Wakihira](#)², [Pascal Schlich](#)¹

¹Centre des Sciences du Goût et de l'Alimentation, CNRS, INRAE, Institut Agro, Université de Bourgogne Franche-Comté, Dijon, France. ²Asahi Quality & Innovations Ltd, Moriya, Japan

15:45-16:00 [O3.6]

On the possibility of incomplete-block designs for rapid, holistic sensory methods: The case of the Free-Linking Task

[Jacob Lahne](#)¹, [Marlon Ac-Pangan](#)¹, [Marino Tejedor-Romero](#)², [David Orden](#)²

¹Virginia Polytechnic Institute and State University, Blacksburg, VA, USA. ²University of Alcalá, Alcalá De Henares, Spain

¹Department of Food and Nutrition Sciences, University of Helsinki, Helsinki, Finland. ²Functional Foods Forum, University of Turku, Turku, Finland

15:00-15:15 [O4.3]

Sensory properties of meat alternatives produced from plant protein concentrates via high-moisture extrusion

[Heikki Aisala](#), [Pinja Pöri](#), [Iina Jokinen](#), [Anni Nisov](#), [Martina Lille](#), [Nesli Sözer](#), [Kaisu Honkapää](#)
VTT Technical Research Centre of Finland Ltd, Espoo, Finland

15:15-15:30 [O4.4]

The use of TCATA to better understand consumers' perception of meat alternatives and support the development of such products

[Marleen Chambault](#)
Campden BRI, Chipping Campden, UK

15:30-15:45 [O4.5]

Characterization of plant-based milks by combining sensory and analytical sensors

[Michele Pedrotti](#)¹, [Puneet Mishra](#)¹, [Christian Wintermeyer](#)², [Lars Grohmann](#)², [Annika Volle](#)², [Sylvia Barnekow](#)², [Theo Verkleij](#)¹

¹Wageningen Food & Biobased Research, Wageningen, The Netherlands. ²Symrise AG, Holzminden, Germany

15:45-16:00 [O4.6]

Where plant-based meets ultra-processed, a – segmented-consumer perspective

[Paula Varela](#), [Mads Erling Pedersen](#), [Ingunn Berget](#)
Nofima AS, Ås, Norway

16:00-18:30

Poster Session 1 and Refreshments

Logomo Lobby

15th Sep 2022

07:45-08:45

RedJade Workshop

Logi Hall

Come see what makes RedJade the most intuitive, powerful sensory, consumer and marketing research software suite available.

Manage your sensory, consumer and market research in ONE place - onboard and recruit subjects, collect data and share live results with 1-click. Come see how RedJade can be used to not only collect sensory and consumer data, but marketing data as well - including Conjoint, Max-Diff, TURF, and Text Highlighter. Collect more robust data than ever before - only with RedJade.

All licenses include - Unlimited Simultaneous Users, Panelist Workstations, Panel Members (Subject Database), Unlimited Web-Based Training and Unlimited Support.

<https://calendly.com/redjade>

SAM Research Workshop: Consumer Involvement in Research. Know your Consumer!

Teatro Hall

Agile innovation and consumer insights are fundamental to creating successful products. Throughout the last 35 years, SAM Sensory and Consumer Research has been pioneering research innovation using sensory and consumer sciences and the most advanced agile research techniques.

SAM would like to welcome you to join our workshop at EuroSense 2022, where we will present and discuss our latest research and innovations on gamification, social media, new data collection technologies, data quality and the application of AI in sensory and consumer research – all supported by rigorous research and case studies.

We will discuss together our findings on topics such as:

Is it true that consumers, who are frequently recruited from a database, are no longer naïve?

What can be done and what can we expect from AI in sensory and consumer research: textual artificial intelligence, voice-bots, instant messenger services and conversational AI.

Can we increase the quality and return on research of consumer insights and by integrating gamification into sensory and consumer research studies?

Book your place by emailing: EuroSense22@samresearch.com

08:45-09:20

Plenary Session 4

Logomo Hall

Dr. Sara Spinelli

[KN05] Hans van Trijp, Wageningen University, The Netherlands

08:45-09:20 [KN05]

Citizen involvement: a new reality for Sensory and Consumer Research?

Hans van Trijp

Wageningen University, Wageningen, The Netherlands

09:20-09:30

E3S Eurosense Student Awards

Logomo Hall

09:30-11:00

Parallel session 5: Citizen involvement

Logomo Hall
Ms. Marja-Liisa Meurice

09:30-09:45 [O5.1]

Getting a new read on first moment of truth

Simon Harris, Caroline Withers, Thibault Delafontaine
MMR Research Worldwide, Oxford, UK

09:45-10:00 [O5.2]

Increasing validity, consumer insights and return on research by integrating gamification into sensory and consumer research studies

Lise Drevfuss¹, Martin Kern², Eva Laparra³, Marion Delbende¹, Sebastian Graper², Patricia Silva⁴, Thomas Alex⁵, Paolo Manfredi⁶

¹SAM Sensory and Consumer Research, Paris, France. ²SAM Sensory and Consumer Research, Munich, Germany. ³SAM Sensory and Consumer Research, Hamburg, Germany. ⁴SAM Sensory and Consumer Research, Barcelona, Spain. ⁵SAM Sensory and Consumer Research, Zurich, Switzerland. ⁶SAM Sensory and Consumer Research, Milan, Italy

10:00-10:15 [O5.3]

A forced-choice pictographic method to measure food texture preferences in preschool and school-aged children

Ching Yue Chow^{1,2}, Sigrid Skouw¹, Anne C. Bech², Annemarie Olsen¹, Wender L.P. Bredie¹

¹Section for Food Design and Consumer Behaviour, Department of Food Science, University of Copenhagen, Frederiksberg, Denmark. ²Arla Innovation Centre, Arla Foods a.m.b.a, Viby, Denmark

10:15-10:30 [O5.4]

Implementation of a self-chosen strategy at the day-care to support young children's fruit and vegetable eating

Gertrude Zeinstra¹, Marieke Battjes-Fries²

¹Wageningen University & Research, Wageningen, The Netherlands. ²Louis Bolk Institute, Bunnik, The Netherlands

10:30-10:45 [O5.5]

Co-creation with disadvantaged communities: A participatory "shopping basket" method exploring what people eat and potential for change

Lisa Methven¹, Lorna Zischka², Rachel Smith¹, Louise Hunt³, Trisha Bennett⁴, Raluca Briazu⁵, Rachel McCloy⁵, Sally Lloyd-Evans², Clare Pettinger³, Carol Wagstaff¹

Parallel session 6: Cross cultural perspectives to Sustainable food choices

Logi Hall
Dr Åsa Öström

09:30-09:45 [O6.1]

A global study on consumer acceptance of novel sustainable food technologies

Davide Giacalone¹, Sara R. Jaeger²

¹University of Southern Denmark, Odense, Denmark. ²New Zealand Institute for Plant and Food Research Ltd, Auckland, New Zealand

09:45-10:00 [O6.2]

A cross-cultural perspective of meat-eating consumers' willingness and motivations to reduce meat intake and accept protein alternatives

Hannah Ford^{1,2}, Joanne Gould¹, Yuchen Zhang¹, Rebecca Ford¹, Lukas Danner^{2,3}, Susan Bastian², Qian Yang¹

¹University of Nottingham School of Biosciences, Loughborough, UK. ²The University of Adelaide School of Agriculture Food and Wine, Adelaide, Australia. ³CSIRO Agriculture and Food, Melbourne, Australia

10:00-10:15 [O6.3]

A cross-cultural study on consumer views on food products containing sustainable and innovative protein sources

Kolbrún Sveinsdóttir^{1,2}, Imke Matullat³, Jaako Paasi⁴, Minna Kulju⁴, Kyosti Pennanen⁴, Anne Arvola⁴

¹MATIS ohf, Reykjavik, Iceland. ²Faculty of Food Science and Nutrition, School of Health Science, University of Iceland, Reykjavik, Iceland. ³ttz Bremerhaven, Bremerhaven, Germany. ⁴VTT Technical Research Centre of Finland Ltd, ESPOO, Finland

10:15-10:30 [O6.4]

The relative importance of different texture properties on acceptance in plant- and dairy-based yogurts among Finnish and US consumers

Majja Greis¹, Alissa Nolden², Amanda Kinchla², Sari Puputti³, Laila Seppä¹, Mari Sandell¹

¹University of Helsinki, Helsinki, Finland. ²University of Massachusetts Amherst, Amherst, MA, USA. ³Valio Oy, Helsinki, Finland

10:30-10:45 [O6.5]

Sustainable food choices: A cross-cultural study between Italy and Turkey

Riccardo Migliavada¹, Carol Coricelli², Luisa Torri¹

	<p>¹University of Reading Department of Food and Nutritional Sciences, Reading, UK. ²University of Reading Department of Geography and Environmental Science, Reading, UK. ³University of Plymouth Faculty of Health and Human Sciences, Plymouth, UK. ⁴Whitley Community Development Association, Reading, UK. ⁵University of Reading School of Psychology and Clinical Language Sciences, Reading, UK</p> <p>10:45-11:00 [O5.6] Thinking about the box: A penalty analysis application for designing tomorrow's potato packaging in a co-creative and gamified consumer survey <u>Valerie L. Almlí</u>¹, Mads Erling Pedersen¹, Åse Øygarden², Marit K. Pettersen¹, Hanne Larsen¹ ¹Nofima, Norwegian Institute of Food, Fisheries and Aquaculture Research, Ås, Norway. ²BAMA Gruppen AS, Oslo, Norway</p>	<p>¹University of Gastronomic Sciences, Pollenzo, Italy. ²University of Western Ontario, London, Canada</p> <p>10:45-11:00 [O6.6] Triggering positive emotions towards insect foods: a cross-cultural study delving on visual, textual, and product congruency <u>Didier Marquis</u>, Gaëlle Pantin-Sohier University of Angers, Angers, France</p>	
11:00-11:30	<p>Refreshment Break Logomo Lobby</p>		
11:30-12:30	<p>Flash presentation 2 Logomo Hall Dr. Sinead McCarthy</p> <p>11:30-11:35 [FP2.01] GASPPLI: a mobile app to reduce food waste <u>Arnaud Thomas</u>, Noémie Guillin, Eric Teillet, Christine Urbano <i>SensoStat, Dijon, France</i></p> <p>11:35-11:40 [FP2.02] Contextualization of a product testing? Yes, but how? The effect of different levels of immersion on consumer's evaluation of iced teas <u>Adriana Galiñanes-Plaza</u>¹, François Abiven¹, Jacques-Henry Pinhas², Agnès Giboreau³ ¹Repères, Paris, France. ²The Lab in the Bag, Paris, France. ³Paul Bocuse Institute, Ecully, France</p> <p>11:40-11:45 [FP2.03] Investigating new technologies of visual product evaluation <u>Eva Ketel</u>¹, Daisy Lammers¹, Lisa Ruijgrok², Caroline Labrie¹ ¹Wageningen University & Research, Bleiswijk, The Netherlands. ²InHolland Delft, Delft, The Netherlands</p> <p>11:45-11:50 [FP2.04] Sensory Walk - A tool to measure sensory experiences in a place</p>	<p>ECR Seminar 3 Logi Hall Miss Karina Gonzalez Estanol, Miss Maddalena Libardi</p> <p>11:30-11:40 [ECR3.1] Colours of Disgust: Investigating the influence of red and green food colouring on perceived disgust and attractiveness <u>Jeanine Ammann</u>¹, Anne Berthold², Michael Siegrist² ¹Agroscope Location Tänikon, Ettenhausen, Switzerland. ²ETH Zurich, Zurich, Switzerland</p> <p>11:40-11:50 [ECR3.2] Meal context factors have an impact on sensory perceptions and meat analogue preference: a choice based conjoint analysis. <u>Nicky Coucke</u>, Hendrik Slabbinck, Iris Vermeir Ghent University, Gent, Belgium</p> <p>11:50-12:00 [ECR3.3] Advantages and pitfalls of the rate-all-that-apply method to characterize large and heterogenous wine samples <u>Noemi Sofia Rabitti</u>, Camilla Cattaneo, Marta Appiani, Cristina Proserpio, Monica Laureati <i>Sensory & Consumer Science Lab (SCS_Lab), Department of Food, Environmental and Nutritional Sciences (DeFENS), University of Milan, Milan, Italy</i></p>	

Terhi Pohjanheimo¹, Pauliina Ojansivu², Anu Hopia³

¹Aistila Oy, Turku, Finland. ²Functional Foods Forum | Flavoria® Research Platform, Turku, Finland. ³Functional Foods Forum, Turku, Finland

11:50-11:55 [FP2.05]

Citizens at the center of the transition towards sustainable cities

Maria Mora^{1,2}, Paula Torán-Pereg^{1,2}, Laura Vázquez-Araújo^{1,2}, Elena Romeo-Arroyo^{1,2}, Stefani Novoa¹

¹BCCInnovation, Donostia-San Sebastián, Spain. ²Basque Culinary Center, Donostia-San Sebastián, Spain

11:55-12:00 [FP2.06]

Consumers' awareness, behavior and expectations for food packaging sustainability: influence of socio-demographic characteristics

Chiara Chirilli, Martina Molino, Luisa Torri

University of Gastronomic Sciences, Pollenzo, Italy

12:00-12:05 [FP2.07]

The influence of context on user experience, odor perception and perceived performance of hair care products

Sebastien Romagny¹, Pauline Jossain², David Morizet¹, Agnès Giboreau²

¹L'Oréal Research & Innovation, Cognitive Sciences Lab, Clichy, France. ²Research Center of the Institut Paul Bocuse, Ecully, France

12:05-12:10 [FP2.08]

Effect of hedonic audiovisual stimulus on food experience

Anu Hopia¹, Maija Kantola², Maija Paakki¹, Terhi Junkkari³, Leena Arjanne³, Harri Luomala²

¹University of Turku, Turku, Finland. ²University of Vaasa, Vaasa, Finland. ³Seinäjoki University of Applied Sciences, Seinäjoki, Finland

12:10-12:15 [FP2.09]

Game-based experiential workshops as a social learning approach to climate change mitigation: a pilot study conducted in producers and consumers of an Italian bio-district

Catherine Leclercq, Loredana Bertelli, Elisabetta Moneta, Nicoletta Nardo, Fausta Natella, Marina Peparajo, Anna Saba, Eleonora Saggia Civitelli, Eisabetta Toti, Fiorella Sinesio
CREA (Council for Agricultural Research and Economics), Rome, Italy

12:00-12:10 [ECR3.4]

Individual Variation in Mouthfeel Sensitivity: Investigating Influences of Whey Protein Content, Consumer Age, Food Format and Fat Addition

Victoria Norton¹, Stella Lignou¹, Marianthi Faka², Lisa Methven¹

¹University of Reading, Reading, UK. ²Volac International Ltd, Royston, UK

12:10-12:20 [ECR3.5]

Factors explaining individual differences in sensitivity to oral pungency elicited by capsaicin among Finnish adults

Sulo Roukka¹, Sari Puputti², Heikki Aisala², Ulla Hoppu², Laila Seppä¹, Mari Sandell^{1,2}

¹Department of Food and Nutrition, University of Helsinki, Helsinki, Finland. ²Functional Foods Forum, University of Turku, Turku, Finland

	<p>12:15-12:20 [FP2.10] Sustainability at first sight: how adding an environmental impact index to a fresh and packed fish food label impacts visual behaviour of consumers Aniol Peracaula-Moner¹, Michiel de Bauw², Elena Santa Cruz¹, Noelia da Quinta¹, Liesbet Vranken² ¹AZTI Foundation Sukarrieta, Sukarrieta, Spain. ²KU Leuven, Leuven, Belgium</p>		
<p>12:30-13:55</p>	<p>Lunch Logomo Lobby</p>		
<p>13:55-14:30</p>	<p>Plenary Session 5 Logomo Hall Dr Antti Knaapila [KN06] Christina Hartmann, ETH Zurich, Switzerland</p> <p>13:55-14:30 [KN06] Beyond the hype: What consumers think about meat alternatives Christina Hartmann ETH, Zurich, Switzerland</p>		
<p>14:30-16:00</p>	<p>Parallel session 7: Communicating sustainability Logomo Hall Dr Lisa Methven</p> <p>14:30-14:45 [O7.1] The effect of sustainability information and tasting experience on willingness to pay for coffee Klaus G. Grunert^{1,2}, Di Fang³, Victoria J. Hogan³, Rodolfo M. Nayga⁴, Han-Seok Seo³ ¹Aarhus University, Aarhus, Denmark. ²University of Vaasa, VAASA, Finland. ³University of Arkansas Fayetteville, Fayetteville, AR, USA. ⁴Texas A&M University, College Station, TX, USA</p> <p>14:45-15:00 [O7.2] Effect of food labels on perceived sustainability, health and safety and on willingness to buy; results from eye tracking and facial expressions Anke Janssen, Rene de Wijk Wageningen University & Research, Wageningen, The Netherlands</p> <p>15:00-15:15 [O7.3] Palm oil and the Roundtable of Sustainable Palm Oil (RSPO) label: Consumers are concerned but lack awareness</p>	<p>Parallel session 8: Research in cross cultural context Logi Hall Dr Agnès Giboreau</p> <p>14:30-14:45 [O8.1] A longitudinal evaluation of smell and taste dysfunction after covid-19 infection: the COVORTS study Birgit van Dijk, Elbrich Postma, Sanne Boesveldt Wageningen University & Research, Wageningen, The Netherlands</p> <p>14:45-15:00 [O8.2] How do consumers across the globe interact with traditional consumer product testing rating scales? Patti Woinicz, Kristine Wilke, Juan Martinez P&K Research, Chicago, USA</p> <p>15:00-15:15 [O8.3] Leveraging AI methods to compare the inter-country versus intra-country distribution consumer sensory perception on flavor profile attributes Jason Cohen, Ryan Ahn Analytical Flavor Systems Inc, New York, USA</p>	<p>Workshop 3: Towards good consumer data quality Teatro Hall</p> <p>14:30-16:00 [WK.3] WORKSHOP: Towards good consumer data quality John Castura¹, Terhi Pohjanheimo², Lise Dreyfuss³, Jean McEwan⁴ ¹Compusense Inc., Guelph, Canada. ²Aistila Oy, Turku, Finland. ³SAM Sensory and Consumer Research, Paris, France. ⁴Jean A McEwan Consulting, Bishop's Stortford, UK</p>

	<p>Bianca Wassmann^{1,2}, Michael Siegrist¹, Christina Hartmann¹ ¹ETH Zurich, Zurich, Switzerland. ²Singapore-ETH Centre for Global Environmental Sustainability, Singapore, Singapore</p> <p>15:15-15:30 [O7.4] The Meaningful Reminder, a new multi-sensory design strategy to communicate (packaging) sustainability to consumers Giulia Granato, Arnout Fischer, Hans van Trijp Wageningen University, Wageningen, The Netherlands</p> <p>15:30-15:45 [O7.5] How palatable is the green deal diet? The role of taste and health as food choice motivations in a healthy and sustainable diet in a representative sample of Irish consumers Sinead McCarthy¹, Marie Conway¹, Mary McCarthy² ¹Teagasc Food Research Centre, Dublin, Ireland. ²University College Cork, Cork, Ireland</p> <p>15:45-16:00 [O7.6] Development of a sustainability dimensions questionnaire Helen Vaikma^{1,2}, Sirlu Rosenvald¹, Lise Dreyfuss³, Valérie Amlé⁴, William Harwood⁵, Jean A McEwan⁶ ¹Center of Food and Fermentation Technologies, Tallinn, Estonia. ²Tallinn University of Technology, Tallinn, Estonia. ³SAM Sensory and Consumer Research, Paris, France. ⁴Nofima AS, Ås, Norway. ⁵Arla Foods, Aarhus, Denmark. ⁶Jean A McEwan Consulting Ltd, Bishops Stortford, UK</p>	<p>15:15-15:30 [O8.4] Food rejection due to food neophobia can be explained by the negative emotional impact of high arousal John Prescott^{1,2}, Sok Leang Chheang³, Sara Jaeger⁴ ¹TasteMatters Research and Consulting, Sydney, Australia. ²Università degli Studi di Firenze, Florence, Italy. ³The New Zealand Institute for Plant and Food Research Limited, Auckland, New Zealand. ⁴The New Zealand Institute for Plant & Food Research Limited, Auckland, New Zealand</p> <p>15:30-15:45 [O8.5] Comparison of dietary taste exposure across Australia, France, the Netherlands, the United Kingdom and the United States of America Claudia S. Tang¹, Monica Mars², David N. Cox³, Gilly Hendrie³, Janet James⁴, Kees de Graaf², Katherine M. Appleton⁵ ¹Bournemouth University, Faculty of Science and Technology, Poole, UK. ²Wageningen University and Research, Human Nutrition and Health, Wageningen, The Netherlands. ³CSIRO Health and Biosecurity Adelaide, Adelaide, Australia. ⁴Bournemouth University Faculty of Health and Social Sciences, Bournemouth, UK. ⁵Bournemouth University Faculty of Science and Technology, Poole, UK</p> <p>15:45-16:00 [O8.6] When Better For You meets Indulgence in Snacks: how to develop yummy BFY snacks for the European market Christelle Michon¹, Basak Oker² ¹Givaudan International SA, Zurich, Switzerland. ²Givaudan NL, Amsterdam, The Netherlands</p>	
16:00-18:30	<p>Poster Session 2 and Refreshments Logomo Lobby</p>		
20:00-23:59	<p>Conference Dinner (ticket holders only) Brewery Restaurant Koulu</p>		

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07:50-08:50	Commercial workshops		
08:50-10:00	<p>Plenary Session 6 Logomo Hall Prof Erminio Monteleone [KN07] Andrea Pieroni, University of Gastronomic Sciences, Italy</p> <p>[KN08] Carlos Velasco, Norwegian Business School, Norway</p> <p>08:50-09:25 [KN07] Traditional foraging in Mesopotamia and the Mediterranean: The inextricable links among human ecology, food heritage, and taste <u>Andrea Pieroni</u> <i>University of Gastronomic Sciences, Pollenzo, Italy</i></p> <p>09:25-10:00 [KN08] Multisensory experiences: Where the senses meet technology <u>Carlos Velasco</u> <i>BI Norwegian Business School, Oslo, Norway</i></p>		
10:00-10:30	<p>Refreshment Break Logomo Lobby</p>		
10:30-12:00	<p>Parallel session 9: Multisensory perception Logomo Hall Prof Anu Hopia</p> <p>10:30-10:45 [O9.1] An easy and agile emotional measurement to evaluate and understand the sound (of a product, a pack...), essential component of the sensory experience yet often forgotten in consumer tests <u>Benedicte Lunel</u>, François Abiven, Catherine Schutz-Bussat <i>Reperes, Paris, France</i></p> <p>10:45-11:00 [O9.2] Crossmodal congruency between background music and the online store environment: The moderating role of shopping goals <u>Lieve Doucé</u>¹, Carmen Adams^{1,2}, Olivia Petit³, Anton Nijholt⁴ ¹Hasselt University, Hasselt, Belgium. ²PXL University College, Hasselt, Belgium. ³Kedge Business School, Marseille, France. ⁴University of Twente, Enschede, The Netherlands</p> <p>11:00-11:15 [O9.3]</p>	<p>Parallel session 10: Food choice, sensory perception and beyond Logi Hall Prof. Hely Tuorila</p> <p>10:30-10:45 [O10.1] Does <i>TAS2R38</i> uniquely control for PROP tasting? Genome-wide association study (GWAS) on taste and somatosensation perception in water solutions <u>Maria Pina Concas</u>¹, Sara Spinelli², Giulia Pelliccione¹, Erminio Monteleone², Paolo Gasparini^{1,3}, Caterina Dinnella² ¹Institute for Maternal and Child Health IRCCS "Burlo Garofolo", Trieste, Italy. ²Department of Agriculture, Food, Environment and Forestry (DAGRI), University of Florence, Florence, Italy. ³Department of Medicine, Surgery and Health Sciences, University of Trieste, Trieste, Italy</p> <p>10:45-11:00 [O10.2] What's behind the differences in sensory responsiveness to oral stimuli in real foods? A possible link with oral and gut microbiota</p>	<p>Workshop 4: North, South, East, West: a diverse cross-cultural perspective on consumers food choices and preferences Teatro Hall</p> <p>10:30-12:00 [WK.4] WORKSHOP: North, South, East, West: a diverse cross-cultural perspective on consumers food choices and preferences <u>Ratapol Teratanavat</u>¹, Kristine Wilke², Lauren Rogers³, Carlos Gomez-Corona⁴, Leticia Vidal⁵, Riëtte de Kock⁶, N Magano⁶, Sara Spinelli⁷ ¹Takasago International Corporation, USA. ²P&K Research, USA. ³Firmenich SA, France. ⁵Universidad de la Republica, Uruguay. ⁶University of Pretoria, South Africa. ⁷University of Florence, Italy</p>

	<p>Consumption experience and validity of virtual reality: A proof of concept of the virtual reality use for a food consumption application, through the episode “snacking in a park” Maëlle-Ahou Gouton^{1,2}, Catherine Dacremont², Gilles Trystram¹, David Blumenthal¹ ¹Université Paris-Saclay, INRAE, AgroParisTech, UMR SayFood, Massy, France. ²Centre des Sciences du Goût et de l’Alimentation, CNRS, INRAE, Institut Agro, Université de Bourgogne Franche-Comté, Dijon, France</p> <p>11:15-11:30 [O9.4] Global profile of craft beer: from sensory properties to food pairing and context appropriateness Lapo Pierguidi, Sara Spinelli, Erminio Monteleone, Caterina Dinnella University of Florence, Florence, Italy</p> <p>11:30-11:45 [O9.5] Consumer-centric approach to developing a product that consumers perceive to be sensitive and private Heidi Yang GlaxoSmithKline Consumer Healthcare, Richmond, USA</p> <p>11:45-12:00 [O9.6] Retail sanitisers: factors influencing their sensory properties and their effect on consumer preference Jeanine Kriek, Riette De Kock, Josephine Baloyi, Willeke De Bruin, Lise Korsten University of Pretoria, Pretoria, South Africa</p>	<p><u>Leonardo Menghi</u>^{1,2,3}, Danny Clicerì¹, Giulia Gaudio³, Erika Stefani³, Francesca Fava³, Massimo Pindo³, Davide Giacalone², Flavia Gasperi^{1,3} ¹University of Trento Center Agriculture Food Environment, Trento, Italy. ²University of Southern Denmark, Department of Technology and Innovation, Odense, Denmark. ³Edmund Mach Foundation Research and Innovation Centre, San Michele All Adige, Italy</p> <p>11:00-11:15 [O10.3] Salivary properties involved in astringency sensitivity in human differ as a function of age Mei Wang, Gilles Feron Centre des Sciences du Goût et de l’Alimentation, AgroSup Dijon, CNRS, INRAE, Université Bourgogne Franche-Comté, Dijon, France</p> <p>11:15-11:30 [O10.4] Early changes in food habits of elderly people related to the reduction in protein intake Elizabeth Carrillo¹, Carolina Chaya², Natalia Santamaria², Andres Viadel¹, Amparo Tarrega¹ ¹Instituto de Agroquímica y Tecnología de Alimentos (IATA-CSIC), Paterna, Spain. ²Polytechnic University of Madrid, Madrid, Spain</p> <p>11:30-11:45 [O10.5] Age, senses, and cognition Penny Bergman¹, Dag Glebe², Karin Wendin^{3,4} ¹RISE Research Institutes of Sweden AB, Göteborg, Sweden. ²IVL Swedish Environmental Research Institute, Stockholm, Sweden. ³Kristianstad University, Kristianstad, Sweden. ⁴University of Copenhagen, København, Denmark</p> <p>11:45-12:00 [O10.6] Liking of tailored and novel flavours of oral nutritional supplements for cancer patients undergoing treatment Camille Kwiecien¹, Louise Daly¹, Irene Fernandez Gonzalez¹, Helene Blanchard¹, Saskia Mekers², Els Bilman², Nathalie Boireau¹ ¹Nutricia Research BV, Utrecht, The Netherlands. ²IPSOS, Amsterdam, The Netherlands</p>	
12:00-12:35	<p>Plenary Session 7 Logomo Hall Dr. Laila Seppä [KN09] Reetta Kivelä, Nordic Umami Company and University of Helsinki, Finland</p>		
12:35-13:00	<p>Closing Ceremony and Next meeting announcement Logomo Hall</p>		

