



## Poster Program

### Theme: Beyond Food - Sensory Learning from other Categories

**[P01.001]**

**Effectiveness of a trained panel in sensory evaluating tennis rackets**

Maximilian Bauer<sup>\*1</sup>, Jonathan Roberts<sup>1</sup>, Nathan Elliott<sup>2</sup>, <sup>1</sup>Loughborough University, UK, <sup>2</sup>HEAD Sport GmbH, Austria

**[P01.002]**

**Exploration of “natural handfeel” in the context of sportswear fabrics**

Mathilde Charles<sup>1</sup>, Marie Emorine<sup>1</sup>, Arnaud Thomas<sup>\*2</sup>, Eric Teillet<sup>2</sup>, <sup>1</sup>Decathlon SE, France, <sup>2</sup>Sensostat, France

**[P01.003]**

**Texture led segmentation for Product Innovation in Emerging Markets**

Anu Bothra<sup>\*</sup>, Neha Sirkek, Rima Rakshit, Loreal Research & Innovation, India

**[P01.004]**

**Comparison of Trained Panel Results Before and After At-Home Testing: Lessons from Remote Sensory Testing.**

Cynthia Rohrer<sup>\*</sup>, Angie Ameerally, Eurofins Lancaster Laboratories, USA

**[P01.005]**

**UX-design approaches for accommodating high “need for touch” consumers in e-commerce**

Christian Bruun Andersen<sup>1</sup>, Qian Janice Wang<sup>\*2</sup>, Davide Giacalone<sup>1</sup>, <sup>1</sup>University of Southern Denmark, Denmark, <sup>2</sup>Aarhus University, Denmark

**[P01.006]**

**Cannabis expert panel evaluation of dried Pink Kush cannabis flowers differing in price and freshness**

Jagoda Mazur<sup>\*1</sup>, Anna Hammerle<sup>1,2,1</sup>, <sup>1</sup>ACCE International, Canada, <sup>2</sup>Rafal, Canada

**[P01.007]**

**Lipstick and Longwear: Sensory evaluation method validation and performance understanding**

Claire Zhang<sup>\*</sup>, Kelly Yang, L'Oréal Research and Innovation Center, China

**[P01.008]**

**The application of Flash Profiling in Evaluating and Understanding the Lipstick Packaging**

Claire Zhang\*<sup>1</sup>, Tevy Sault<sup>2</sup>, <sup>1</sup>L'Oréal Research and Innovation Center, China,<sup>2</sup>L'Oréal Research and Innovation Center, France

**[P01.009]**

**Validation of an emotion lexicon for the beauty care category using product concepts**

Congcong Zhang\*, Martin Talavera, Sensory and Consumer Research Center, Kansas State University, USA

**[P01.010]**

**Delivering context for fragrance evaluation**

Emily Upstill\*, Claire Rowland, Caroline Jordan, Givaudan UK Ltd, UK

**[P01.011]**

**What makes the value of a cosmetic product? An innovative approach of Tetraclass analysis**

Lise Dreyfuss\*<sup>1</sup>, Marion Delbende<sup>1</sup>, Stéphanie Rivoire\*<sup>2</sup>, <sup>1</sup>SAM Sensory And Marketing International, France,<sup>2</sup>L'Occitane, France

**[P01.012]**

**Blurring the Lines Between Beauty & Health with Gen Z**

Lisa Koster Fastuca<sup>1</sup>, Denise Saldana\*<sup>2</sup>, Andrew Livermore<sup>3</sup>, Amy Driscoll\*<sup>4</sup>, <sup>1</sup>Curion, USA,<sup>2</sup>Colgate, USA,<sup>3</sup>Curion, USA,<sup>4</sup>Curion, USA

**[P01.013]**

**Sensory playbook: defining sensory drivers of quality in home appliances through a virtual research journey**

Caitlin McLean\*<sup>1</sup>, Juli Denike\*<sup>2</sup>, Alana Miller\*<sup>2</sup>, Christine Barnagaud<sup>3</sup>, <sup>1</sup>MMR Research Worldwide, Inc., USA,<sup>2</sup>TTI Floorcare North America, USA,<sup>3</sup>MMR Research Worldwide, Ltd., UK

**[P01.014]**

**Liking ratings and natural language processing of open-ended comments provide correlated but nonredundant information about women's health products**

Molly Higgins\*, Alyssa Bakke, Greg Ziegler, John Hayes, Pennsylvania State University, USA

**[P01.015]**

**Sense of touch, texture preferences, and dermatoglyphic pattern**

Diana Derval\*, DervalResearch, China

**[P02.001]**

**Recent immigrants as a sustainable alternative in early stage product testing for overseas markets**

Amanda Dupas de Matos<sup>\*1,2</sup>, Catriona Hay<sup>1,2</sup>, Julia Low<sup>1,2</sup>, Jing Feng<sup>1</sup>, Di Lu<sup>3</sup>, Li Day<sup>3</sup>, Joanne Hort<sup>1,2</sup>, <sup>1</sup>Food Experience and Sensory Testing (Feast) Lab, Massey University, New Zealand, <sup>2</sup>Riddet Institute, Massey University, New Zealand, <sup>3</sup>Food & Fibre Sector, AgResearch, Grasslands Research Centre, New Zealand

**[P02.002]**

**A study on vanilla flavor tonalities - Associations between Odor and the Stages of Life.**

Martin Wendelin<sup>\*1</sup>, Dariah Lutsch<sup>2</sup>, Annette Horneburg<sup>2</sup>, Katja Tiitinen<sup>2</sup>, Virginie Kersulec<sup>3</sup>, Aimee Yuen<sup>4</sup>, Peigen Yu<sup>5</sup>, <sup>1</sup>Symrise GmbH, Austria, <sup>2</sup>Symrise AG, Germany, <sup>3</sup>Symrise SAS, France, <sup>4</sup>Symrise Inc., USA, <sup>5</sup>Symrise APAC Pte Ltd., Singapore

**[P02.003]**

**Consumer preferences on the application of lentil (*Lens culinaris*) seed flour and curing salt in chicken sausages: Comparisons between Canadian and Sri Lankan consumers**

Darshika P.M.H. Pathiraja<sup>\*1</sup>, Phyllis J. Shand<sup>\*2</sup>, <sup>1</sup>Wayamba University of Sri Lanka, Sri Lanka, <sup>2</sup>University of Saskatchewan, Canada

**[P02.004]**

**Emerging markets: Are they all the same?**

Anu Bothra<sup>\*1</sup>, Xiaotian Zhang<sup>\*2</sup>, <sup>1</sup>Loreal Research & Innovation, India, <sup>2</sup>Loreal Research & Innovation, China

**[P02.005]**

**Cross-cultural differences in consumer acceptance and emotional response to alcohol-free beers by an online survey and home use test**

Hang Sit, Michael Frøst<sup>\*</sup>, Jing Liu, University of Copenhagen, Denmark

**[P02.006]**

**Age-related associations of selected odours - what differences exist between language regions and different age-groups in Switzerland? – sub study of the international study: smells like teen spirit II**

Nina Julius<sup>\*1</sup>, Annette Bongartz<sup>1</sup>, Marie-Louise Cezanne<sup>1</sup>, Pascale Deneulin<sup>2</sup>, Barbara Guggenbühl<sup>3</sup>, Eugenia Harms<sup>4</sup>, Fanny Käser-Käsermann<sup>5</sup>, Walter Käser<sup>5</sup>, Jeanine Ammann<sup>6</sup>, Jeannette Nuessli Guth<sup>6</sup>, <sup>1</sup>Zurich University of Applied Sciences, Switzerland, <sup>2</sup>Changins, Viticulture and Oenology, HES-SO University of Applied Sciences and Arts, Western Switzerland, Switzerland, <sup>3</sup>Agroscope, Switzerland, <sup>4</sup>School of Agricultural, Forest and Food Sciences (HAFL), Switzerland, <sup>5</sup>Wander AG, Switzerland, <sup>6</sup>ETH Zurich, Switzerland

**[P02.007]**

**Smells Like Teen Spirit – A Global Study on the Age-related Associations of Selected Odours**

Martin Wendelin<sup>1</sup>, Lukas Danner<sup>2,3</sup>, Andrea Bauer<sup>4</sup>, Helene Hopfer<sup>5</sup>, Han Seok Seo<sup>6</sup>, Marlies Hörmann-Wallner<sup>7</sup>, Nina Julius<sup>8</sup>, Imke Matullat<sup>9</sup>, Bernhard Spangl<sup>10</sup>, Barbara Siegmund<sup>11</sup>, Eva Derndorfer<sup>12</sup>, Klaus Duerschmid<sup>\*10</sup>, Thi Minh Hang Vu<sup>13</sup>, Srinual Jantathai<sup>14</sup>, <sup>1</sup>Symrise Austria GmbH, Austria,<sup>2</sup>University of Adelaide, Australia,<sup>3</sup>CSIRO, Australia,<sup>4</sup>Hamburg University of Applied Sciences, Germany,<sup>5</sup>Pennsylvania State University, USA,<sup>6</sup>University of Arkansas, USA,<sup>7</sup>Applied University Joanneum, Austria,<sup>8</sup>Zurich University of Applied Sciences, Switzerland,<sup>9</sup>ttz Bremerhaven, Germany,<sup>10</sup>University of Natural Resources and Life Sciences Vienna (BOKU), Austria,<sup>11</sup>Technical University Graz, Austria,<sup>12</sup>Sensory Consultant, Austria,<sup>13</sup>Hanoi University of Science and Technology, Vietnam,<sup>14</sup>Maharakham University, Thailand

**[P02.008]**

**Bringing far away consumers closer to your business: A qualitative approach utilizing digital ethnography to bring your team on a consumer learning journey and develop deep human understanding of denture wearers in emerging markets**

David Jackson<sup>\*1</sup>, Ann Craninx<sup>2</sup>, Oliver Sweet<sup>2</sup>, Sibilla Torricelli<sup>1</sup>, <sup>1</sup>GSK Consumer Healthcare, UK,<sup>2</sup>Ipsos MORI, UK

**[P02.009]**

**Cognitive styles as a potential mediating variable of table setting effects on consumer food perception: A case study with Pad Thai**

Thadeus Beekman<sup>\*</sup>, Han-Seok Seo, *University of Arkansas, USA*

**[P02.010]**

**Research on Chinese consumers' preference and characteristics regarding scalp care shampoo products**

Siyu Xie, Min Xiong<sup>\*</sup>, Rong Qi, Liling Chu, Xiaowen Gu, Yuya Wang, Yunha Lee, Jaeho Yeon, *Amorepacific(Shanghai)R&I Center Co., Ltd., China*

**[P02.011]**

**No meat, lab meat or half meat? Dutch and Finnish consumers' characteristics and attitudes towards meat substitutes, cultured meat and hybrid meat products.**

Birgit van Dijk<sup>\*1</sup>, Sanne Boesveldt<sup>1</sup>, Kirsi Jouppila<sup>2</sup>, Mari Sandell<sup>2</sup>, Antti Knaapila<sup>2</sup>, <sup>1</sup>Wageningen University & Research, *The Netherlands*,<sup>2</sup>University of Helsinki, *Finland*

**[P02.012]**

**Perceived ethnicity of flavoring, seasoning, and dish type drives ethnic authenticity and liking for grilled beef patty**

Ga-Gyeong Seo<sup>1</sup>, Yoon-Jeong Yang<sup>\*1</sup>, Jae-Hee Hong<sup>1,2</sup>, <sup>1</sup>Department of Food and Nutrition, *Seoul National University, Republic of Korea*,<sup>2</sup>Research Institute of Human Ecology, *Seoul National University, Republic of Korea*

**[P02.013]**

**Identification of the main purchase motivations and consumption contexts of mandarins. Preliminary results from a cross-cultural study in Spain and China.**

Adrián Giménez-Sanchis<sup>\*1</sup>, Kui Zhong<sup>2</sup>, Paula Tarancón<sup>1</sup>, Lei Zhao<sup>2</sup>, Cristina Besada<sup>1</sup>, <sup>1</sup>Sensory and Consumer Science Group. Valencian Institut for Agricultural Research, Spain,<sup>2</sup>Food and Agriculture Standardization Institute. China National Institute of Standardization, China

**[P02.014]**

**Age- and Emotion-related Conceptualisations of selected Odours by Austrian and Turkish Women**

Rabia Altuntop, Klaus Duerrschmid\*, *University of Natural Resources and Life Sciences (BOKU), Department of Food Science and Technology, Austria*

**[P02.015]**

**Uses of cereals by chefs: a cross-cultural study**

Benoit Mathieu\*, Céline Patois\*, Agnès Giboreau, *Institut Paul Bocuse Research Center, France*

**[P02.016]**

**Dominant sensations in wheat beers**

Alessandra Cazelatto de Medeiros\*, Kalinca Vitória Cardoso Cusiello, Elson Rogério Tavares Filho, Juliana Alves Paixão, Helena Maria André Bolini, *UNICAMP, Brazil*

**[P02.017]**

**Impact of defatting and drying methods on the overall liking and sensory profile of a cereal bar incorporating edible insect species**

José Carlos Ribeiro<sup>\*1</sup>, Carla Santos<sup>1</sup>, Guilherme Pereira<sup>2</sup>, Rui Costa Lima<sup>3</sup>, Luís Miguel Cunha<sup>1</sup>, <sup>1</sup>GreenUPorto, DGAOT, Faculty of Sciences, University of Porto, Portugal,<sup>2</sup>Portugal Bugs, Portugal,<sup>3</sup>Sense Test, Lda, Portugal

**[P02.018]**

**Effect of consumers' origin on liking and perceived sensory quality: a cross-cultural study on Brazilian nopal beverage (*Opuntia ficus-indica*)**

Juliana Gondim de Albuquerque<sup>\*1,2</sup>, Jailane de Souza Aquino<sup>3</sup>, Margarida Angélica da Silva Vasconcelos<sup>2</sup>, Héctor Bernardo Escalona-Buendía<sup>1</sup>, <sup>1</sup>Universidad Autónoma Metropolitana, Mexico,<sup>2</sup>Universidade Federal de Pernambuco, Brazil,<sup>3</sup>Universidade Federal da Paraíba, Brazil

**[P03.001]**

**Workplace family support and diet quality during the COVID-19 pandemic in a Latin American country: A dyadic analysis in dual-earner parents**

Berta Schnettler<sup>\*1,2</sup>, Edgardo Miranda-Zapata<sup>1</sup>, Ligia Orellana<sup>1</sup>, Mahia Saracostti<sup>3</sup>, Héctor Poblete<sup>1</sup>, Germán Lobos<sup>4</sup>, María Lapo<sup>2</sup>, Cristian Adasme-Berrios<sup>5</sup>, Clementina Hueche<sup>1</sup>,

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**[P03.002]**

**A comparison of food-related practices and life satisfaction before and during the covid-19 pandemic in dual-earner parents and their adolescent children**

Ligia Orellana<sup>\*1</sup>, Berta Schnettler<sup>1</sup>, Héctor Poblete<sup>1</sup>, Klaus Grunert<sup>2</sup>, <sup>1</sup>Universidad de La Frontera, Chile,<sup>2</sup>Aarhus University, Denmark

**[P03.003]**

**Introducing Nordic based tempeh to Danish consumers; effect of variety seeking tendency and prior knowledge on acceptance**

Rikke Højer<sup>\*</sup>, Sandra Lenz Dethlefsen, Margit Dall Aaslyng, University College Absalon, Denmark

**[P03.004]**

**Impact of oligosaccharides to perception of mouthfeel in model wine**

Samuel Hoffman<sup>\*</sup>, Elizabeth Tomasino, Oregon State University, USA

**[P03.005]**

**Contribution of lipids to mouthfeel perception in a model wine solution**

Quynh Phan<sup>\*</sup>, Elizabeth Tomasino, Oregon State University, USA

**[P03.006]**

**Reduction of smoke carryover in sensory analysis of wildfire affected wines via different rinse systems**

Jenna Fryer<sup>\*</sup>, Elizabeth Tomasino, Oregon State University, USA

**[P03.007]**

**So many eating styles to consume an ice cream bar**

Arnaud Thomas<sup>\*1</sup>, Eric Teillet<sup>1</sup>, Arnaud Mimouni<sup>2</sup>, <sup>1</sup>SensoStat, France,<sup>2</sup>General Mills, France

**[P03.008]**

**Sweet cravings are related to sweet liking phenotype in consumers**

Gabriele Kavaliauskaite<sup>\*1,2</sup>, Qian Yang<sup>1</sup>, Rosa Whalen<sup>3</sup>, Ann-Marie Williamson<sup>3</sup>, Rebecca Ford<sup>1</sup>, <sup>1</sup>University of Nottingham, UK,<sup>2</sup>University of Adelaide, Australia,<sup>3</sup>Unilever, UK

**[P03.009]**

**Using mediation analysis to evaluate the role of expectations:  
The relationship between product-related cues, expectations, and sensory perception in the  
context of reduced-alcohol beer**

Helena Blackmore\*<sup>1</sup>, Claire Hidrio<sup>2</sup>, Martin Yeomans<sup>1</sup>, <sup>1</sup>University of Sussex, UK,<sup>2</sup>AB InBev, Belgium

**[P03.010]**

**Food Pleasure Profiles– A case study of healthy Danish consumers**

Nikoline Bach Hyldelund\*<sup>1,2</sup>, Derek Victor Byrne<sup>1,2</sup>, Barbara Vad Andersen<sup>1,2</sup>, <sup>1</sup>Food Quality Perception and Society Team, iSense Lab, Department of Food Science, Faculty of Technical Sciences, Aarhus University, Denmark,<sup>2</sup>Sino-Danish Center for Education and Research, Denmark

**[P03.011]**

**The relationship between sensory-specific-satiety and sensory-specific-desires for understanding  
intake behaviour**

Nora Chaaban, Alexander Højer, Derek Victor Byrne, Barbara Vad Andersen\*, Department of Food Science, Aarhus University, Denmark

**[P03.012]**

**Transfer effects of sensory specific desires due to real snack choice**

Mette Duerlund Hansen, Derek Victor Byrne, Barbara Vad Andersen\*, Department of Food Science, Aarhus University, Denmark

**[P03.013]**

**Are Mexican consumers changing their purchasing habits due to the new front-of-package  
labeling NOM-051?**

Viviana Jose\*, Lorna Guzmán\*, Sebastián Silva\*, Givaudan, Mexico

**[P03.014]**

**Evaluating the basis of perceived textural complexity: The importance of intensity.**

Niamh Patterson\*<sup>1</sup>, Bryony James<sup>2</sup>, Nicholas Gant<sup>1</sup>, Michael Hautus<sup>1</sup>, <sup>1</sup>University of Auckland, New Zealand,<sup>2</sup>University of Waikato, New Zealand

**[P03.015]**

**Testing the impact of animal husbandry information on consumer's choice of meat products  
within a fully immersive virtual reality supermarket**

Chengyan Xu\*, Christina Hartmann, Michael Siegrist, Department of Health Science and Technology, ETH Zurich, Switzerland

**[P03.016]**

**Real context vs Tasting room: does a cookie taste sweeter at home?**

Elena Romeo-Arroyo\*<sup>1,2</sup>, María Mora<sup>1,2</sup>, Nahuel Pazos<sup>2</sup>, Laura Vázquez-Araújo<sup>1,2</sup>, <sup>1</sup>Basque Culinary Center, Spain,<sup>2</sup>BCCInnovation, Spain

**[P03.017]**

**Vegetable oil consumption profile with emphasis on grape seed oil**

Joelma Braga\*<sup>1</sup>, Mariana Dutra<sup>2</sup>, Helena Bolini<sup>1</sup>, <sup>1</sup>Universidade Estadual de Campinas, Brazil,<sup>2</sup>Instituto Federal de Educação, Ciência e Tecnologia do Sul de Minas Gerais, Brazil

**[P03.018]**

**Usage of sex, gender and their conflation in consumer sensory publications from 2015 to 2020: a systematic review**

Linda C. Corcoran\*, Maurice G. O' Sullivan, Sensory Group, School of Food and Nutritional Science, University College Cork, Ireland

**[P03.019]**

**The impact of using KOMP as a technology tools for reducing malnutrition and loneliness for home-living older adults**

Ida Synnøve Grini\*, Øydis Ueland, Einar Risvik, Nofima AS, Norway

**[P03.020]**

**The impact of environmental sounds on food reward**

Danni Peng-Li\*<sup>1,2,3</sup>, Tjark Andersen<sup>1,2</sup>, Derek Byrne<sup>1,2</sup>, Qian Janice Wang<sup>1,2</sup>, <sup>1</sup>Department of Food Science, Aarhus University, Denmark,<sup>2</sup>Sino-Danish College (SDC), University of Chinese Academy of Sciences, China,<sup>3</sup>Institute of Psychology, Chinese Academy of Sciences, China

**[P03.021]**

**Understanding of contextual representation through product appropriateness.**

Maëlle-Ahou Gouton\*<sup>1,2</sup>, David Blumenthal<sup>1</sup>, Gilles Trystram<sup>1</sup>, Catherine Dacremont<sup>2</sup>, <sup>1</sup>Université Paris-Saclay, INRAE, AgroParisTech, UMR SayFood, France,<sup>2</sup>Centre des Sciences du Goût et de l'Alimentation, AgroSup Dijon, CNRS, INRAE, Université Bourgogne Franche-Comté, France

**[P03.022]**

**Exploring honey microbiome across ecosystems: A novel approach to inform transparent food labeling for healthy consumer decisions**

Tallisker Weiss\*<sup>1</sup>, Alison Cucco<sup>1</sup>, Dana Bevilacqua<sup>2,1</sup>, <sup>1</sup>Grace Church School, USA,<sup>2</sup>New York University, USA

**[P03.023]**

**Leaving your comfort zone for healthier eating? Situational factors influence the desire to eat comfort food and simulated energy intake**



**[P03.024]**

**Drivers and barriers of water intake in preschool children in a one-year longitudinal field study in Poland**

Jeanne Bottin<sup>1</sup>, Sabine Boesen-Mariani<sup>2</sup>, Isabelle Guelinckx<sup>1</sup>, Bradley Franks<sup>3</sup>, Quentin Dornic<sup>1</sup>, Aukje Verhoeven<sup>\*1</sup>, Saadi Lahlou<sup>3</sup>, <sup>1</sup>Danone Nutricia Research, France,<sup>2</sup>Danone Nutricia Research, The Netherlands,<sup>3</sup>London School of Economics and Political Science, UK

**[P03.025]**

**Consumer attitudes towards food under the influence of date labelling**

Maria Sielicka-Różyńska<sup>\*</sup>, Urszula Samotyja, Poznań University of Economics and Business, Poland

**[P03.026]**

**Emotions and sensory attributes associated with consumer preference of habanero pepper (*Capsicum chinense* jacq.): an online survey based study**

Claudia Peralta-Cruz<sup>1</sup>, Adán Cabal-Prieto<sup>1</sup>, Víctor Daniel Cuervo-Osorio<sup>2</sup>, Manuel Octavio Ramírez-Sucre<sup>3</sup>, Ingrid Mayanin Rodríguez-Buenfil<sup>3</sup>, Julio Enrique Oney-Montalvo<sup>3</sup>, José Andrés Herrera-Corredor<sup>\*4</sup>, Emmanuel de Jesús Ramírez-Rivera<sup>3,5</sup>, <sup>1</sup>Tecnológico Nacional de México /ITS de Huatusco, Mexico,<sup>2</sup>Tecnológico Nacional de México /IT de Chiná, Mexico,<sup>3</sup>Centro de Investigación y Asistencia en Tecnología y Diseño del Estado de Jalisco A.C., Sede Sureste, Mexico,<sup>4</sup>Colegio de Postgraduados, Campus Córdoba, Mexico,<sup>5</sup>Tecnológico Nacional de México /ITS de Zongolica, Mexico

**[P03.027]**

**Explaining consumer taste preferences by their food motivations and concerns: a case study on chocolate**

Cécile Petit<sup>\*1</sup>, Arnaud Thomas<sup>2</sup>, Eric Teillet<sup>2</sup>, Faustine Capdeboscq<sup>3</sup>, <sup>1</sup>Puratos, Belgium,<sup>2</sup>SensoStat, France,<sup>3</sup>SAM Sensory and Marketing International, Switzerland

**[P03.028]**

**Food choice motives and associated factors in Brazil – Application of Food Choice Questionnaire**

Camila Marsola<sup>1</sup>, Luis Miguel Cunha<sup>2</sup>, Diogo Thimoteo da Cunha<sup>\*1</sup>, <sup>1</sup>Universidade de Campinas, Brazil,<sup>2</sup>Universidade do Porto, Portugal

**[P03.029]**

**Consumers' risk perception due to different losses related to foodborne diseases**

Luis D'Avoglio Zanetta, Mariana Piton Hakim, Diogo Thimoteo da Cunha<sup>\*</sup>, Universidade de Campinas, Brazil

**[P03.030]**

**Influence of consumer demographics on liking of beef steaks from three different finishing systems**

Linda C. Corcoran<sup>\*1,2</sup>, Pascal Schlich<sup>3,4</sup>, Kim A. Millar<sup>1</sup>, Aidan P. Moloney<sup>5</sup>, Cristina Botinestean<sup>1</sup>, Eimear Gallagher<sup>1</sup>, Maurice G. O' Sullivan<sup>2</sup>, Emily C. Crofton<sup>1</sup>, <sup>1</sup>Food Quality and Sensory Science Department, Teagasc Food Research Centre, Ashtown, Ireland, <sup>2</sup>Sensory Group, School of Food and Nutritional Science, University College Cork, Ireland, <sup>3</sup>Centre des Sciences du Goût et de l'Alimentation, AgroSup Dijon, CNRS, INRAE, Université Bourgogne Franche-Comté, France, <sup>4</sup>INRAE, PROBE research infrastructure, ChemoSens facility, France, <sup>5</sup>Teagasc Animal & Grassland Research and Innovation Centre, Ireland

**[P03.031]**

**Truffle-flavored products veracity and emotional responses provided from non and consumers of fresh black truffles**

Eva Tejedor-Calvo<sup>\*1,2</sup>, Sergi Gracia-Barreda<sup>1</sup>, Sergio Sánchez<sup>1</sup>, Pedro Marco<sup>1</sup>, <sup>1</sup>Agrifood Research and Technology Centre of Aragon, Spain, <sup>2</sup>Institute of Food Science Research, Spain

**[P03.032]**

**Does the nose know?- Disentangling the influence of the level of awareness of food odours on (congruent) appetite, food choice and intake**

Paulina Morquecho Campos, Kees de Graaf, Sanne Boesveldt\*, Wageningen University, The Netherlands

**[P03.033]**

**How To Design A Plant-Based Meat Alternative That Is Appealing To Asian Consumer?**

Jenny T. S. Lai\*, Arlene Fineza, Givaudan, Singapore

**[P03.034]**

**Beliefs, attitudes and sensory perception of selected plant based drinks**

Barbara Guggenbühl<sup>1</sup>, Angela Grande<sup>2</sup>, Barbara Walther<sup>3</sup>, <sup>1</sup>AAgroscope, Swiss Federal Research Station Liebefeld, Switzerland, <sup>2</sup>Swiss Milk Producers SMP, Switzerland, <sup>3</sup>Agroscope, Swiss Federal Research Station Liebefeld, Switzerland

**[P03.035]**

**Measurement of sensory characteristics and their impact on consumer emotional response and liking of burgers in the Philippines**

Catherine Estiaga\*, Maria Rita Salle, Jollibee Foods Corporation, The Philippines

**[P03.036]**

**Crossmodal associations between audition and taste: a systematic review**

David Guedes<sup>\*1</sup>, Marília Prada<sup>1</sup>, Margarida Garrido<sup>1</sup>, Elsa Lamy<sup>2</sup>, <sup>1</sup>Iscte - Instituto Universitário de Lisboa, Portugal, <sup>2</sup>Universidade de Évora, Portugal

**[P03.037]**

**Hearing the taste of music: emotion and taste associations in a new set of musical stimuli**

David Guedes<sup>\*1</sup>, Marília Prada<sup>1</sup>, Margarida Garrido<sup>1</sup>, Elsa Lamy<sup>2</sup>, <sup>1</sup>Iscte - Instituto Universitário de Lisboa, Portugal, <sup>2</sup>Universidade de Évora, Portugal

**[P03.038]**

**The Foodie Index: development and variation with personality and taste phenotype**

Gary Pickering<sup>\*</sup>, Hannah Pickering, Brock University, Canada

**[P03.039]**

**Effect of Yuka application on consumers' health perception, purchase intention and expected liking**

Begoña Elortegui<sup>\*1</sup>, Carolina Chaya<sup>1</sup>, Patricia Puerta<sup>2</sup>, Laura Laguna<sup>2</sup>, Amparo Tárrega<sup>2</sup>, <sup>1</sup>Universidad Politécnica de Madrid, Spain, <sup>2</sup>Institute of Agrochemistry and Food Technology (IATA-CSIC), Spain

**[P03.040]**

**Developing naturally functional solutions targeting APAC consumer needs & expectations.**

Estelle Bitoun<sup>\*</sup>, Pruet Pathirapong, Xiao Hui Lim, Givaudan Singapore Pte Ltd, Singapore

**[P03.041]**

**Long term shifts in Indonesian consumer dietary choices due to the pandemic: A new health paradigm**

Mavis Tan<sup>\*</sup>, Marieke Otten, Givaudan Singapore Pte Ltd, Singapore

**[P03.042]**

**Consumer's drivers and intention to visit restaurants during the pandemic**

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**[P03.043]**

**Emotional factor influence in consumer's preferences of industrial and craft lager beers determined with affective sensory evaluation (focus group)**

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**[P03.044]**

**Variations in the strength of association between food neophobia and food and beverage acceptability across different cultures: an exploration of the role of arousal**

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**[P03.045]**

**Small, large or extra-large fruit salad? Dynamic changes in hedonic and emotional responses to fruit salads varying in portion size.**

Maria-Isabel Salazar-Cobo<sup>\*1</sup>, Gerry Jager<sup>1</sup>, Rene de Wijk<sup>1</sup>, Cees de Graaf<sup>1</sup>, Elizabeth H Zandstra<sup>1,2</sup>, <sup>1</sup>*Division of Human Nutrition & Health, Wageningen University & Research, The Netherlands*,<sup>2</sup>*Unilever Foods Innovation Centre, The Netherlands*

**[P03.046]**

**Implicit texture associations: complementing sensory tools to find gaps for improving texture in plant-based burgers currently marketed in South America**

Janaina Honma<sup>\*1</sup>, Tatiana Rusev<sup>2</sup>, Andrea Cunha<sup>3</sup>, Wilson Gutierrez<sup>4</sup>, Denise Schneider<sup>1</sup>, Oyelayo Jegede<sup>2</sup>, <sup>1</sup>*Ingredion Incorporated, Brazil*,<sup>2</sup>*Ingredion Incorporated, USA*,<sup>3</sup>*Ingredion Incorporated, Brazil*,<sup>4</sup>*Ingredion Incorporated, Colombia*

**[P03.047]**

**Influence of polyols on the gum's sensory properties: a consumer study using JAR test**

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**[P03.048]**

**Understanding low sugar products choices using food choice questionnaire and PLS-path modelling**

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**[P03.049]**

**Investigating the relative importance of variety, complexity, and portion size in ice cream selection in a US and Dutch sample**

Anouk Hendriks-Hartensveld<sup>\*1</sup>, Jennifer Brodock<sup>2</sup>, John Hayes<sup>2</sup>, Barbara Rolls<sup>2</sup>, Kathleen Keller<sup>2</sup>, Remco Havermans<sup>1</sup>, <sup>1</sup>*Maastricht University, The Netherlands*,<sup>2</sup>*The Pennsylvania State University, USA*

**[P03.050]**

**Reimagine the future post pandemic – what's next for food & beverage flavor innovation**

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**[P03.051]**

**Taking nutritional warnings into account when making food purchase decisions is associated with regulatory focus**

Gastón Ares<sup>1</sup>, Jimena Eguren<sup>1</sup>, Lucía Antúnez<sup>\*1</sup>, Leandro Machín<sup>1</sup>, María Rosa Curutchet<sup>2</sup>, Tobias Otterbring<sup>3</sup>, <sup>1</sup>*Universidad de la República, Uruguay*,<sup>2</sup>*Ministerio de Desarrollo Social, Uruguay*,<sup>3</sup>*University of Agder, Norway*

**[P03.052]**

**Development of emotion lexicons for consumers' taster status to describe sugar-free chocolate**

Telana Van Zyl\*, Annchen Mielmann, Neoline Le Roux, *North-West University, South Africa*

**[P03.053]**

**Underused ingredients from herring (*Clupea harengus*), cod (*Gadus morhua*) and plaice (*Pleuronectes platessa*) for newly developed seafood pâtés: sensory evaluation by teenage consumers in Ireland and their attitudes to seafood**

Anita E. Furey\*<sup>1,2</sup>, Ulrich Hoeche<sup>2</sup>, Ciaran McLaughlin<sup>1</sup>, Francesco Noci<sup>2</sup>, <sup>1</sup>*Letterkenny Institute of Technology, Ireland*,<sup>2</sup>*Galway-Mayo Institute of Technology, Ireland*

**[P03.054]**

**Does sustainability information about a snack evoke a health halo effect in consumer perception when the snack is made of by-products?**

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**[P03.055]**

**Nutri-Score & Traffic light front of pack nutritional labels. Consumers' awareness & impact on future purchase intent of foods & beverages.**

Christelle Michon\*<sup>1</sup>, Laurence Minisini<sup>1</sup>, Carine Egoroff<sup>2</sup>, Basak Oker<sup>2</sup>, <sup>1</sup>*Givaudan International SA, Switzerland*,<sup>2</sup>*Givaudan NL, The Netherlands*

**[P03.056]**

**Understanding plant-based product consumption and motivation across countries and cohorts**

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**[P03.057]**

**Consumer's perception of different roast degree coffee brews with potentially increased bioactive compound content**

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**[P03.058]**

**Interest in hummus from local and global pulses is affected by information about origin and modulated by variety seeking more so than environmental attitudes**

Nicoline Rosenvold Andersen, Rasmus van Deurs Petersen, Michael Bom Frøst\*, *University of Copenhagen, Denmark*

**[P03.059]**

**Ecology or health - how to successfully promote palm oil replacements.**

Dominika Maison\*, Dominika Adamczyk, *University of Warsaw, Poland*

**[P03.060]**

**Of insects and men - analysis of visual characteristics and labeling of a food product containing insects on its acceptance as a meal.**

Dominika Adamczyk\*<sup>1</sup>, Klaudia Modlińska<sup>2</sup>, Katarzyna Goncikowska<sup>2</sup>, Dominika Maison<sup>1</sup>, Wojciech Pisula<sup>2</sup>, <sup>1</sup>University of Warsaw, Poland,<sup>2</sup>Polish Academy of Sciences, Poland

**[P03.061]**

**Meat me half-way: Consumer Intention to reduce meat consumption**

Hannah Ford\*<sup>1,2</sup>, Rebecca Ford<sup>1</sup>, Susan Bastian<sup>2</sup>, Lukas Danner<sup>2</sup>, Anne Hasted<sup>3</sup>, Jo Gould<sup>1</sup>, Qian Yang<sup>1</sup>, <sup>1</sup>University of Nottingham, UK,<sup>2</sup>University of Adelaide, Australia,<sup>3</sup>Qi Statistics, UK

**[P03.062]**

**Functional foods & beverages in everyday lives: Congruent food design for attractive products**

Laurence Minisini<sup>1</sup>, Basak Oker<sup>2</sup>, Jeremy Roque\*<sup>1</sup>, <sup>1</sup>Givdaudan, Switzerland,<sup>2</sup>Givdaudan, The Netherlands

**[P03.063]**

**Aversion to the orosensations elicited by alcoholic beverages impacts both the amount and type consumed**

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**[P03.064]**

**Understanding preferences for, and consumer behavior towards, cheese among young, educated, internationally mobile Chinese consumers**

Hao Ouyang\*<sup>1,2</sup>, Bozhao Li<sup>2</sup>, Mary McCarthy<sup>3</sup>, Song Miao<sup>1</sup>, Kieran Kilcawley<sup>1</sup>, Mark Fenelon<sup>1</sup>, Alan Kelly<sup>2</sup>, Jeremiah Sheehan<sup>1</sup>, <sup>1</sup>Teagasc Food Research Centre Moorepark, Ireland,<sup>2</sup>School of Food and Nutritional Sciences, University College Cork, Ireland,<sup>3</sup>Cork University Business School, University College Cork, Ireland

**[P03.065]**

**Generational differences: fish consumption, food choice motivations and memory functioning**

Chantelle Clarke\*<sup>1</sup>, Talitha Best<sup>2</sup>, <sup>1</sup>Central Queensland University, Australia,<sup>2</sup>Central Queensland University, Australia

**[P03.066]**

**Taste and Learn™: a new validated education resource for primary schools to increase vegetable enjoyment and other mediating factors of vegetable consumption**

Astrid Poelman\*<sup>1</sup>, Maeva Cochet-Broch<sup>1</sup>, Bonnie Wiggins<sup>2</sup>, Jessica Heffernan<sup>3</sup>, Janne Beelen<sup>1</sup>, Rod McCrea<sup>4</sup>, David Cox<sup>2</sup>, <sup>1</sup>CSIRO Agriculture & Food, Australia,<sup>2</sup>CSIRO Health & Biosecurity, Australia,<sup>3</sup>CSIRO, Australia,<sup>4</sup>CSIRO Land & Water, Australia

[P03.067]

**Effect of cognitive intervention on development of ideal sensory representation of black tea**

Cho-Long Lee\*<sup>1</sup>, Woo-Kwan Moon<sup>2</sup>, Jae-Hee Hong<sup>1</sup>, <sup>1</sup>Seoul National University, Republic of Korea,<sup>2</sup>International Tea Club, Republic of Korea

[P03.068]

**When wanting is not enough: exploring psychological barriers to reducing meat consumption among those who wish to do so**

Elizabeth Collier\*<sup>1</sup>, Anne Normann<sup>2</sup>, Kathryn Harris<sup>1</sup>, Lisa-Maria Oberrauter<sup>2</sup>, Penny Bergman<sup>2</sup>, <sup>1</sup>RISE Research Institutes of Sweden, Sweden,<sup>2</sup>RISE Research Institutes of Sweden, Sweden

[P03.069]

**Influence of front-of-pack 'grass-fed' claims on Irish and US consumer perceptions of cheddar cheese**

Lauren McGuinness\*<sup>1,2</sup>, Mairead McCabe<sup>1</sup>, Celine Kiernan<sup>1</sup>, Keri McCrickerd<sup>3</sup>, Ciaran Forde<sup>4</sup>, Dolores O'Riordan<sup>1,2</sup>, Emma. L. Feeney<sup>1,2</sup>, <sup>1</sup>Institute of Food and Health, University College Dublin, Belfield, Ireland,<sup>2</sup>Food for Health Ireland, University College Dublin, Belfield, Ireland,<sup>3</sup>Singapore Institute for Clinical Sciences (SICS), A\*STAR Research Entities and National University Health System, Singapore,<sup>4</sup>Singapore Institute for Food Biotechnology and Innovation (SIFBI), A\*STAR Research Entities, Singapore

[P03.070]

**Attitudes and preferences towards food containing insects**

Tiina Wickman-Viitala<sup>1,2</sup>, Antti Reen<sup>3</sup>, Laila Seppä\*<sup>2</sup>, <sup>1</sup>Tampere University of Applied Sciences, Finland,<sup>2</sup>University of Helsinki Department of Food and Nutrition, Finland,<sup>3</sup>GRiiDY, Finland

[P03.071]

**Utilization of *Opuntia* spp fruit powder in biscuit filling cream**

Styliani Protonotariou\*<sup>1</sup>, Panagiotis Chaloulos<sup>1</sup>, Aggeliki Saridaki<sup>2</sup>, Pinelopi Zoubouli<sup>2</sup>, Eleftherios Makras<sup>2</sup>, Ioanna Mandala<sup>1</sup>, <sup>1</sup>Agricultural University of Athens, Greece,<sup>2</sup>E.J. Papadopoulos SA, Biscuit & Food Products Manufacturing Company, Greece

[P03.072]

**An holistic dairy-alternative drinks sensory & consumer understanding: identification of the perceived off-notes in oat, soy and almond drinks, and how they influence consumers liking using the Scan Review method.**

Helene Allain\*<sup>1</sup>, Peres Lisa<sup>2</sup>, <sup>1</sup>V MANE Fils, France,<sup>2</sup>Technisens, France

[P03.073]

**Salt fermentation improves sensory qualities and nutrition value in whole grain millet – a pilot study**

May Cheung\*<sup>1</sup>, Lauren Miller<sup>2</sup>, Jonathan Deustch<sup>2</sup>, Solomon Katz<sup>3</sup>, Paul Wise<sup>1</sup>, <sup>1</sup>Monell Chemical Senses Center, USA,<sup>2</sup>Drexel University, USA,<sup>3</sup>University of Pennsylvania, USA

**[P03.074]**

**Which country's consumers choose strawberries grown with sustainable energy more, Spain or Japan?**

Kenju Akai\*<sup>1</sup>, Keiko Aoki<sup>2</sup>, Akari Hayashi<sup>2</sup>, <sup>1</sup>Shimane University, Japan,<sup>2</sup>Kyushu University, Japan

**[P03.075]**

**Does Food technology neophobia play a role in consumer acceptance of waxed apples?**

Jaala Malcolm<sup>1</sup>, Soumi Paul Mukhopadhyay\*<sup>2,1,3</sup>, Emma Beckett<sup>1</sup>, Tamara Bucher<sup>1</sup>, <sup>1</sup>University of Newcastle, Australia,<sup>2</sup>NSW Department of Primary Industries, Australia,<sup>3</sup>Charles Sturt University, Australia

**[P03.076]**

**Sensory improvements for elderly meals: a longitudinal study in nursing homes**

Lauriane DEMONTEIL, Christine URBANO, A. Thomas\*, E. Teillet, *SensoStat, France*

**[P03.077]**

**The Impact of Egg Preparation on Appearance, Animal Welfare, and Health Risks for Chinese Consumers**

Keiko Aoki\*<sup>1</sup>, Kenju Akai<sup>2</sup>, Yan Zhou<sup>3</sup>, <sup>1</sup>Kyushu University, Japan,<sup>2</sup>Shimane University, Japan,<sup>3</sup>Beifang University of Nationalities, China

**[P03.078]**

**European consumer preferences for hybrid meat products**

Simona Grasso\*, *University of Reading, UK*

**[P03.079]**

**The Limbic® approach: considering neuropsychological target group segmentation to increase predictability of brand and product success in consumer studies**

Martin Kern\*<sup>1</sup>, Thomas Alex<sup>2</sup>, Marion Delbende<sup>3</sup>, Lise Dreyfuss<sup>3</sup>, Eva Laparra<sup>1</sup>, Paolo Manfredi<sup>4</sup>, Patricia Silva<sup>5</sup>, Song Sheng<sup>6</sup>, <sup>1</sup>SAM Sensory And Marketing International, Germany,<sup>2</sup>SAM Sensory And Marketing International, Switzerland,<sup>3</sup>SAM Sensory And Marketing International, France,<sup>4</sup>SAM Sensory And Marketing International, Italy,<sup>5</sup>SAM Sensory And Marketing International, Spain,<sup>6</sup>SAM Sensory And Marketing International, China

**[P03.080]**

**“Innovative, but no thanks”: Consumer Free Word Association towards Insects-based Foods**

Mariarosaria Savarese\*<sup>1,2</sup>, Ibironke Popoola<sup>3</sup>, Veronica Milani<sup>2</sup>, Sven Anders<sup>4</sup>, Wendy Wismer<sup>3</sup>, <sup>1</sup>EngageMinds HUB – Consumer, Food & Health Engagement Research Center, Università Cattolica del Sacro Cuore, Italy,<sup>2</sup>Faculty of Agriculture, food and environmental sciences, Università Cattolica del Sacro Cuore, Italy,<sup>3</sup>Department of Agricultural, Food and Nutritional Science, 4-10 Agriculture and Forestry Centre, University of Alberta, Canada,<sup>4</sup>Department of Resource Economics and Environmental Sociology, University of Alberta, Canada



**[P03.081]**

**Parents' mental associations with ultra-processed products for their infant children: Insights to improve complementary feeding practices**

Leticia Vidal\*<sup>1</sup>, Gerónimo Brunet<sup>1</sup>, Isabel Bove<sup>2</sup>, Alejandra Girona<sup>1</sup>, Darío Fuletti<sup>2</sup>, Gastón Ares<sup>1</sup>,  
<sup>1</sup>Universidad de la República, Uruguay,<sup>2</sup>UNICEF Uruguay, Uruguay

**[P03.082]**

**Sensorial characterisation and appreciation of pasta produced by farmers or artisans in local chains using a Pivot profile method and a hedonic study**

Loubnah Belahcen<sup>1</sup>, Grégory Pasquier<sup>1</sup>, Théo Estève<sup>1</sup>, Eva Sabouko<sup>1</sup>, Lucille Gey<sup>2</sup>, Marie-Françoise Samson<sup>2</sup>, Dominique Desclaux<sup>3</sup>, Magali Peter\*<sup>1</sup>, Gwénaëlle Jard<sup>1</sup>, <sup>1</sup>Ecole d'ingénieurs de Purpan, France,<sup>2</sup>INRAE, UMR IATE, France,<sup>3</sup>INRAE, UMR Diascope, France

**[P03.083]**

**Is purchasing of vegetable dishes affected by organic or local labels? Empirical evidence from a university canteen.**

Riccardo Migliavada\*<sup>1</sup>, Federica Zoe Ricci<sup>2</sup>, Navneet Hakhu<sup>2</sup>, Derenik Haghverdian<sup>2</sup>, Luisa Torri<sup>1</sup>,  
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**[P03.084]**

**Who are mindful drinkers? A cross-cultural study identifying different consumer segments who reduce or stop alcohol consumption**

Carine Egoroff\*, Basak Oker, Givaudan, The Netherlands

**[P03.085]**

**Variations in consumer rejection thresholds of mixed-berry flavors in water matrix**

Kathryn McCullough\*, University of Arkansas, USA

**[P03.086]**

**Understanding the Perception of Right- and Left-Handed Individuals: A Study using Sensory Scaling**

Tyler Butterfield\*<sup>1</sup>, Kadri Koppel<sup>2</sup>, <sup>1</sup>Kansas State University, USA,<sup>2</sup>Kansas State University, USA

**[P03.087]**

**Evaluation of consumer liking of a ready-to-eat meal during storage applying a home-use test**

Maria Laura Montero\*<sup>1,2</sup>, Dolores Garrido<sup>3,1</sup>, Karina Gallardo<sup>1</sup>, Juming Tang<sup>1</sup>, Carolyn Ross<sup>1</sup>,  
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[P03.088]

**Digital food photography habits of young adults in Denmark**

Tjark Andersen<sup>\*1,2</sup>, Derek Victor Byrne<sup>1,2</sup>, Qian Janice Wang<sup>1,2</sup>, <sup>1</sup>Aarhus University, Denmark,<sup>2</sup>Sino-Danish College (SDC), University of Chinese Academy of Sciences, China

[P03.089]

**The sensory characteristics and volatile compounds from incremental levels of whole soybean in extruded dog foods**

Gongshun Yang<sup>\*</sup>, Greg Aldrich<sup>2</sup>, Kadri Koppel<sup>1</sup>, <sup>1</sup>Center for Sensory Analysis and Consumer Behavior, Kansas State University, USA,<sup>2</sup>Department of Grain Science and Industry, Kansas State University, USA

[P03.090]

**The Newness Effect**

**Comparing emotions of currently used products vs a brand never tried**

Sarah Kirkmeyer<sup>\*1</sup>, Kenny McMahon<sup>2</sup>, Greg Stucky<sup>3</sup>, <sup>1</sup>InsightsNow, Inc., USA,<sup>2</sup>InsightsNow, Inc., USA,<sup>3</sup>InsightsNow, Inc., USA

[P03.091]

**Food neophobia levels in Spanish millennials pre and during the COVID-19 pandemic**

Laura Domínguez<sup>\*</sup>, Esther Cruz, Montaña Cámara, Virginia Fernández-Ruiz, Complutense University of Madrid, Spain

[P03.092]

**Overall liking and CATA questionnaire: correlation among attributes of reduced sugar chocolates with addition of dehydrated mango (*Mangifera indica* L.)**

Marcella Benetti Ventura<sup>\*1</sup>, Cecília Teresa Muniz Pereira<sup>1</sup>, Valdecir Luccas<sup>2</sup>, Helena Maria Andre Bolini<sup>1</sup>, <sup>1</sup>UNICAMP, Brazil,<sup>2</sup>ITAL, Brazil

[P03.093]

**Volatile and aroma aspects of lucuma powder using gas chromatography-olfactometry**

Gaganpreet Singh<sup>\*</sup>, Martin Talavera, KANSAS STATE UNIVERSITY, USA

[P03.094]

**Formulation and Acceptance of Tanzanian sauce from tomato and carrot**

Amina Ahmed<sup>\*1</sup>, Suleiman Rashid<sup>2</sup>, Nisile Enock<sup>2</sup>, <sup>1</sup>Mbeya University of Science and Technology, Tanzania, United Republic of,<sup>2</sup>Sokoine University of Agriculture, Tanzania, United Republic of

[P03.095]

**Never average a crisis – Better understanding of COVID-19's impact on food & drink. Behaviors through multidimensional and multiple countries analysis**

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**[P03.096]**

**Measuring household food waste: how do questionnaires and dairies compare?**

Ana Giménez<sup>1</sup>, Florencia Alcaire<sup>1</sup>, Agustina Vitola<sup>2</sup>, Jessica Aschemann-Witzel<sup>3</sup>, Gastón Ares<sup>1</sup>,  
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**[P03.097]**

**Tracking product needs, emotions and behavior change during Covid-19; what will the “new normal” be & implications for brands**

Susan Sabanos<sup>\*1</sup>, Andrew Livermore<sup>\*2</sup>, Keren Novak<sup>2</sup>, <sup>1</sup>Curion, USA,<sup>2</sup>Curion, USA

**[P03.098]**

**Food choice behavior while assembling a sustainable meal: a think-aloud fake food buffet study**

Bianca Wassmann\*, Christina Hartmann, Michael Siegrist, ETH Zürich, Switzerland

**[P03.099]**

**The healthy eater's idea and related behavior of a healthy diet – a case study with kombucha drinkers**

Juyoung Kim\*, Uttam Bhattarai, Koushik Adhikari\*, University of Georgia, USA

**[P03.100]**

**An analysis of the sensory properties, emotional responses and social settings associated with non-alcoholic beer**

Sophie Barker, Rachael Moss, Matthew McSweeney\*, Acadia University, Canada

**[P03.101]**

**Skyr yogurt with mango pulp, prebiotic and natural sweeteners: consumer study**

Cecília Teresa Muniz Pereira<sup>\*1</sup>, Dalva Muniz Pereira<sup>2</sup>, Rafael Sousa Lima<sup>1</sup>, Helena Maria André Bolini<sup>1</sup>, <sup>1</sup>UNICAMP, Brazil,<sup>2</sup>IFMA, Brazil

**[P03.102]**

**Drivers of liking in mango skyr yogurt with prebiotic and natural sweeteners: application of CATA (check-all-that-apply) method.**

Cecília Teresa Muniz Pereira<sup>\*1</sup>, Dalva Muniz Pereira<sup>2</sup>, Alessandra Cazelatto de Medeiros<sup>1</sup>, Marcella Benetti Ventura<sup>1</sup>, Helena Maria André Bolini<sup>1</sup>, <sup>1</sup>UNICAMP, Brazil,<sup>2</sup>IFMA, Brazil

**[P03.103]**

**Brazilian attitudes on buying and use of unconventional food leaves for sustainable and healthy eating**

Pâmela Gomes de Souza<sup>\*1</sup>, Ellen Mayra Menezes Ayres<sup>1</sup>, Carla da Silva Carneiro<sup>2</sup>, Thadia Turon Costa da Silva<sup>2</sup>, Denise Rosane Perdomo Azeredo<sup>3</sup>, <sup>1</sup>Universidade Federal do Estado do Rio de Janeiro, Brazil,<sup>2</sup>Universidade Federal do Rio de Janeiro, Brazil,<sup>3</sup>Instituto Federal de Educação, Ciência e Tecnologia, Brazil

**[P03.104]**

**How do information on apple juice addition, brand and price affect consumer choice? A study on grape nectar.**

Isabelle Esperança<sup>\*1</sup>, Inayara Martins<sup>2</sup>, Marcela Alcantara<sup>3</sup>, Ellen Ayres<sup>4</sup>, Rosires Deliza<sup>5</sup>, <sup>1</sup>Federal University of Rio de Janeiro, Brazil,<sup>2</sup>Federal Rural University of Rio de Janeiro, Brazil,<sup>3</sup>PDJ CNPq/Embrapa Agroindústria de Alimentos, Brazil,<sup>4</sup>Federal University of Rio de Janeiro, Brazil,<sup>5</sup>Embrapa Agroindústria de Alimentos, Brazil

**[P03.105]**

**Measures of food neophobia and attitudes towards meat consumption are associated with consumer willingness to consume plant-based products in a meal context**

Allissa Nolden<sup>\*</sup>, Margaret Hibbs, *University of Massachusetts, USA*

**[P03.106]**

**The use of Mind Genomics® to identify early adopter mind-sets of insect-based food products**

Isaac Ho<sup>\*1</sup>, Charles Chy<sup>2</sup>, Attila Gere<sup>3</sup>, Amy Lammert<sup>1</sup>, <sup>1</sup>California Polytechnic State University, USA,<sup>2</sup>MindCart AI, Inc., USA,<sup>3</sup>Hungarian University of Agriculture and Life Science, Hungary

**[P03.107]**

**Exploratory study to understand consumer associations with ice cream: the role of physical activity**

Nátali Silva Teixeira<sup>\*1</sup>, Marcela de Alcantara<sup>2</sup>, Inayara B. A. Martins<sup>1</sup>, Davy W. H. Chávez<sup>1</sup>, Amauri Rosenthal<sup>2</sup>, Ana Carolina S. D. Chaves<sup>2</sup>, Rosires Deliza<sup>\*2</sup>, <sup>1</sup>Universidade Federal Rural do Rio de Janeiro, Brazil,<sup>2</sup>Embrapa Agroindústria de Alimentos, Brazil

**[P03.108]**

**Consumer acceptance of brown and white rice**

Tanweer Gondal<sup>\*1,2</sup>, Russell Keast<sup>1</sup>, Robert Shellie<sup>1</sup>, Snehal Jadhav<sup>1</sup>, Shirani Gamlath<sup>1</sup>, Mohammadreza Mohebbi<sup>1</sup>, Djin Gie Liem<sup>1</sup>, <sup>1</sup>Deakin University, Australia,<sup>2</sup>Bahauddin Zakariya University, Pakistan

**[P03.109]**

**Effects of a pre-session of subjects' tasting coffee products, on subjects behavior measures studied by a discrete choice experiment with eye-tracking using ready-to-drink coffee packages**

Hye-Jun Yoon<sup>\*</sup>, Jeong-Eun Lee, Hye-Seong Lee<sup>\*</sup>, *Ewha Womans University, Republic of Korea*

[P03.110]

**Meet your meat: The effect of familiarity and animal resemblance on meat appetite**

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[P03.111]

**Sensory and Physicochemical Characteristics of Thermally Treated Split Yellow Pea (*Pisum sativum* L.) Flour in Pan Bread**

Ronak Fahmi\*, Donna Ryland, Michel Aliani, *University of Manitoba, Canada*

[P03.112]

**Dietary taste intake patterns of female nurses around the night shift**

Mariëlle de Rijk<sup>\*1,2</sup>, Jeanne de Vries<sup>1</sup>, Edith Feskens<sup>1</sup>, Sanne Boesveldt<sup>1</sup>, <sup>1</sup>Wageningen University & Research, The Netherlands,<sup>2</sup>TiFN, The Netherlands

[P03.113]

**Australians' attitudes and perceptions towards insects as food.**

Indee Hopkins\*, Lisa Newman, Asgar Farahnaky, Harsharn Gill, Jessica Danaher, *RMIT University, Australia*

[P03.114]

**How does the Covid-19 pandemic influence food choice and health-related behaviour? A representative survey among Swiss adults**

Jeanine Ammann\*, Christian Ritzel, Nadja El Benni, *Agroscope, Switzerland*

[P03.115]

**Changes in beer and RTD consumption before, during, and (expected) after COVID-19**

Carlos Velasco<sup>\*1</sup>, Kosuke Motoki<sup>2</sup>, Charles Spence<sup>3</sup>, <sup>1</sup>BI Norwegian Business School, Norway,<sup>2</sup>Miyagi University, Japan,<sup>3</sup>University of Oxford, UK

[P03.116]

**Colors Listening: What are colors telling us in Latin America?**

Sebastian Silva<sup>\*1</sup>, Lorna Guzman<sup>1</sup>, Zaidy Rodriguez<sup>2</sup>, Viviana José<sup>1</sup>, Daniela Osti<sup>3</sup>, Micaela Muzzupappa<sup>4</sup>, <sup>1</sup>Givaudan, Mexico,<sup>2</sup>Givaudan, Colombia,<sup>3</sup>Givaudan, Brazil,<sup>4</sup>Givaudan, Argentina

[P03.117]

**What does the concept of 'sugar reduction' mean to consumers? A case study with ice cream**

Boyang Gao\*, Yixun Xia\*, Fang Zhong\*, *Jiangnan University, China*

**[P04.001]**

**Influence of pH and action of human saliva enzymes on the perception of alcoholic beverages flavor**

Maria João Santos<sup>1</sup>, Elisete Correia<sup>2</sup>, Alice Vilela<sup>\*3</sup>, <sup>1</sup>Master Enology Student, University of Trás-os-Montes e Alto Douro, Portugal, <sup>2</sup>Center for Computational and Stochastic Mathematics (CEMAT), Dep. of Mathematic, Portugal, <sup>3</sup>Chemistry Research Centre (CQ-VR), Dep. of Biology and Environment, School of Life and Environmental Sciences, University of Trás-os-Montes e Alto Douro, Portugal

**[P04.002]**

**Assessment of Carbonation's Impact on Difference Testing and How it Affects Sensory Results**

Alex Feldmeyer\*, Adrienne Johnson, Mane, Inc., USA

**[P04.003]**

**Effect of a primer sample on the sensitivity of specified and unspecified difference tests during sessions with several trials**

Elba Cubero-Castillo<sup>\*1</sup>, MaríaMar González<sup>1</sup>, Yorlenny Araya-Quesada<sup>1</sup>, Michael O'Mahony<sup>2</sup>, <sup>1</sup>Universidad de Costa Rica, Costa Rica, <sup>2</sup>University of California, USA

**[P04.004]**

**Grating orientation task: A screening tool for determination of oral tactile acuity in children**

Jookyeong Lee\*, Russell Keast, Catherine G. Russell, Mohammadreza Mohebbi, Deakin University, Australia

**[P04.005]**

**The individual differences in oral burning perception elicited by capsaicin are linked to taste sensitivity**

Sulo Roukka<sup>\*1</sup>, Sari Puputti<sup>2</sup>, Heikki Aisala<sup>3,2</sup>, Ulla Hoppu<sup>2</sup>, Laila Seppä<sup>1</sup>, Mari Sandell<sup>1,2</sup>, <sup>1</sup>University of Helsinki, Finland, <sup>2</sup>University of Turku, Finland, <sup>3</sup>VTT Technical Research Centre of Finland Ltd, Finland

**[P04.006]**

**Functional equivalence of the two sides of the human tongue**

Jonas Yde Junge<sup>\*1,2</sup>, Glenn Hjorth Andersen<sup>1,2</sup>, Line Ahm Mielby<sup>1</sup>, Ulla Kidmose<sup>1,2</sup>, <sup>1</sup>iSense lab, Food Quality Perception & Society, Department of Food Science, Aarhus University, Denmark, <sup>2</sup>Sino-Danish Center for Education and Research (SDC), Denmark

**[P04.007]**

**Spicy food consumption is associated with reduced oral trigeminal and gustatory perception but unchanged intranasal trigeminal sensitivity**

Tao Su\*, Hong Chen, Pengfei Han, Faculty of Psychology, Southwest University, China

**[P04.008]**

**Exploring association of grid orientation recognition threshold with biomarkers of oral sensory acuity**

Elisa Mani\*, Sara Spinelli, Lapo Pierguidi, Erminio Monteleone, Caterina Dinnella, *University of Florence, Italy*

**[P04.009]**

**Combined influence of TAS2R38 genotype and PROP phenotype on the intensity of basic tastes, astringency and pungency in the Italian Taste Project**

Caterina Dinnella<sup>\*1</sup>, Antonietta Robino<sup>2</sup>, Maria Pina Concas<sup>2</sup>, Sara Spinelli<sup>1</sup>, Lapo Pierguidi<sup>1</sup>, Beverly J. Tepper<sup>3</sup>, Paolo Gasparini<sup>2,4</sup>, John Prescott<sup>1,5</sup>, Erminio Monteleone<sup>1</sup>, Tullia Gallina Toschi<sup>6</sup>, Luisa Torri<sup>7</sup>, Ella Pagliarini<sup>8</sup>, Flavia Gasperi<sup>9</sup>, <sup>1</sup>*Department of Agriculture, Food, Environment and Forestry, University of Florence, Italy,* <sup>2</sup>*Institute for Maternal and Child Health - IRCCS "Burlo Garofolo", Italy,* <sup>3</sup>*Center for Sensory Sciences & Innovation, Department of Food Science, Rutgers University, USA,* <sup>4</sup>*Department of Medical Sciences, University of Trieste, Italy,* <sup>5</sup>*TasteMatters Research & Consulting, Australia,* <sup>6</sup>*Department of Agricultural and Food Science, University of Bologna, Italy,* <sup>7</sup>*University of Gastronomic Sciences, Italy,* <sup>8</sup>*Department of Food, Environmental and Nutritional Sciences, University of Milan, Italy,* <sup>9</sup>*Center Agriculture Food Environment, University of Trento, Italy*

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**Theme: New and Emerging Sensory and Consumer Methods**

**[P05.001]**

**Eyebrow Fusion – A Novel Tool to Understand the Sensory Landscape of the Eyebrow Product Category**

Angela Cavanaugh\*, Donna Dooley, L'Oreal USA, USA

**[P05.002]**

**Measuring the dynamics of sensations and liking for multi-elements products**

Cécile Petit<sup>1</sup>, Arnaud Thomas<sup>2</sup>, Eric Teillet<sup>2</sup>, <sup>1</sup>Puratos, Belgium,<sup>2</sup>SensoStat, France

**[P05.003]**

**Using sensory evaluation to quantify chilli heat in complex food products**

Amber Bradbury\*, Susan Rogers\*, Campden BRI, UK

**[P05.004]**

**Can facial expressions predict beer choices after tasting?**

Takahiro Wakihira\*, Masahito Morimoto, Seiichi Higuchi, Yasushi Nagatomi, ASAHI QUALITY & INNOVATIONS, LTD., Japan

**[P05.005]**

**How to measure engagement from facial expressions: design and online validation of a new algorithm**

D. Sarkol-Teulings<sup>1</sup>, T.E. den Uyl<sup>2</sup>, J.J.M. Theuvs<sup>3</sup>, <sup>1</sup>Utrecht University, The Netherlands,<sup>2</sup>Vicarious Perception Technologies, The Netherlands,<sup>3</sup>Noldus Information Technology BV, The Netherlands

**[P05.006]**

**Optimisation of questions to measure self-reported appetite**

Amalie Bentsen, Derek Victor Byrne, Barbara Vad Andersen\*, Department of Food Science, Aarhus University, Denmark

**[P05.007]**

**Artificial Intelligence as a fast prototyping tool for flavours**

Irery Sánchez\*, Givaudan, Mexico

**[P05.008]**

**Food pleasure across nations – Why understanding food pleasure is the key to a more sustainable future**

Nikoline Bach Hyldelund<sup>\*1,2</sup>, Derek Victor Byrne<sup>1,2</sup>, Raymond C.K. Chan<sup>3,4</sup>, Barbara Vad Andersen<sup>1,2</sup>, <sup>1</sup>Food Quality Perception and Society Team, iSense Lab, Department of Food Science, Faculty of Technical Sciences, Aarhus University, Denmark,<sup>2</sup>Sino-Danish Center for Education and Research, China,<sup>3</sup>Neuropsychology and Applied Cognitive Neuroscience



**[P05.009]**

**Study of acceptance and Temporal Dominance of Sensations (TDS) of grape juices and nectars of brazilian brands**

Joelma Braga\*, Isadora Lopes, Adrielle Souza, Ana Paula Moraes, Emanuelle Oliveira, Flávio Duarte, Iuri Baptista, Vanize Gênova, Helena Bolini, *Universidade Estadual de Campinas, Brazil*

**[P05.010]**

**Biometrics for better understanding children's liking and perception of healthiness. A study on intrinsic and extrinsic product factors.**

Martina Galler\*<sup>1,2</sup>, Åse Riseng Grendstad<sup>2</sup>, Gastón Ares<sup>3</sup>, Paula Varela<sup>1,2</sup>, <sup>1</sup>Nofima, Norway,<sup>2</sup>NMBU, Norway,<sup>3</sup>Universidad de la Republica, Uruguay

**[P05.011]**

**EmoMap: a tool developed to measure emotional responses of food-restricted populations with dysphagia.**

Laura Morais Coelho\*, Lisa Duizer, *University of Guelph, Canada*

**[P05.012]**

**Understanding the drivers of liking among Students with Autistic Disabilities using Sequential Agglomerative Sorting task**

Jae Yeon Yoon\*<sup>1</sup>, Miran Kim<sup>2</sup>, Seulgi Kim<sup>1</sup>, Run Rou Wong<sup>1</sup>, Ji-Yeon Choi<sup>1</sup>, Seo-Jin Chung<sup>1</sup>, <sup>1</sup>Ewha Womans University, Republic of Korea,<sup>2</sup>Korea Food Research Institute, Republic of Korea

**[P05.013]**

**Using survival analysis to determine optimal price ranges**

Lisa Pérès\*, Louise Berthaud, Héroïse Capitaine, *Techni'Sens, France*

**[P05.014]**

**The use of virtual reality and virtual shelves to understand the impact of sensory claims on product choice**

Marleen Chambault\*, Sarah Thomas, Peter Burgess, *Campden BRI, UK*

**[P05.015]**

**Measuring emotions through the eyes: a preliminary study for the development of a new method using eye-tracking and emotional images to assess the emotional state of consumers**

Manon DESCOUBES\*<sup>1</sup>, Patrice BELLON<sup>2</sup>, Céline CARRASCO-DOUROUX<sup>1</sup>, Gaëlle LE GOFF<sup>1</sup>, <sup>1</sup>Symrise, France,<sup>2</sup>Cosmetoscent, France

**[P05.016]**

**Co-creating a healthy and sustainable food future via digital citizen engagement: A case study with university students across four European countries**

Qian Janice Wang<sup>\*1</sup>, Danielle McCarthy<sup>2</sup>, Jayne Woodside<sup>2</sup>, Mariana Silva Lopez<sup>3</sup>, Raffaella Ferrero Camoletto<sup>4</sup>, Silvia Gattino<sup>4</sup>, Giulia Lorenzetto<sup>4</sup>, Giacomo Pettenati<sup>4</sup>, Alice Scavarda<sup>4</sup>, Line Ahm Mielby<sup>1</sup>, <sup>1</sup>Aarhus University, Denmark,<sup>2</sup>Queen's University Belfast, UK,<sup>3</sup>Spanish National Research Council, Spain,<sup>4</sup>University of Turin, Italy

**[P05.017]**

**Comparison of methods for generating sensory vocabulary for further use in CATA studies with consumers**

Kathrin Heim<sup>\*</sup>, Roswitha Enzelberger, Robert Fina, Thomas Poscher, Elisabeth Steiner, Alexander Höftberger, *Fachhochschule Wr. Neustadt GmbH, Austria*

**[P05.018]**

**Expected liking, satiety and healthiness perception in salad packages. Analysis of response times to YES/NO compared to scale scores**

Patricia Puerta<sup>\*1</sup>, Claudia R. Vieira<sup>2</sup>, Laura Laguna<sup>1</sup>, Amparo Tárrega<sup>1</sup>, <sup>1</sup>Institute of Agrochemistry and Food Technology (IATA-CSIC), Spain,<sup>2</sup>Instituto de Ciências Agrárias, Universidade Federal de Minas Gerais, Brazil

**[P05.019]**

**A methodological investigation of the suitability of napping studies for characterizing sensory modalities**

Robert Fina<sup>\*</sup>, Kathrin Heim, Roswitha Enzelberger, Thomas Poscher, Elisabeth Steiner, Alexander Höftberger, *FH Wr. Neustadt GmbH, Austria*

**[P05.020]**

**Exploring the most appropriate digital technologies to connect consumers and food business organisations across the food chain**

Imogen Ramsey<sup>\*1</sup>, Ahmed Rady<sup>2</sup>, Nicholas Watson<sup>2</sup>, Rebecca Ford<sup>1</sup>, <sup>1</sup>Sensory Science Centre, University of Nottingham, UK,<sup>2</sup>Food, Water, Waste Research Group, University of Nottingham, UK

**[P05.021]**

**Application of two temporal liking methods to examine the differences in consumer liking of beef steaks from three different feeding systems**

Linda C. Corcoran<sup>\*1,2</sup>, Pascal Schlich<sup>3,4</sup>, Kim A. Millar<sup>1</sup>, Aidan P. Moloney<sup>5</sup>, Cristina Botinestean<sup>1</sup>, Eimear Gallagher<sup>1</sup>, Maurice G. O' Sullivan<sup>2</sup>, Emily C. Crofton<sup>1</sup>, <sup>1</sup>Food Quality and Sensory Science Department, Teagasc Food Research Centre, Ashdown, Ireland,<sup>2</sup>Sensory Group, School of Food and Nutritional Science, University College Cork, Ireland,<sup>3</sup>Centre des Sciences du Goût et de l'Alimentation, AgroSup Dijon, CNRS, INRAE, Université Bourgogne Franche-Comté, France,<sup>4</sup>INRAE, PROBE research infrastructure, ChemoSens facility, France,<sup>5</sup>Teagasc Animal & Grassland Research and Innovation Centre, Ireland

**[P05.022]**

**Evaluation of high-lingering confectionery products using multiple Degree of Difference tests**

Maria Laura Corollaro\*, Claudia Pannitteri, Ivano Caprioli, *Perfetti Van Melle S.p.A., Italy*

**[P05.023]**

**Improving panel efficiency: using absolute scaling across panels**

Pleun Kuijpers\*, Annemarije Van der Weerd, Chantalle Groeneschild, Ineke Luyten, *Danone Nutricia Research, The Netherlands*

**[P05.024]**

**Optimalisation of visual sensory methods of IHUT and CLT in truss tomatoes**

Daisy Lammers\*<sup>1</sup>, Eva Ketel<sup>2</sup>, Caroline Labrie<sup>2</sup>, *<sup>1</sup>Inholland, The Netherlands, <sup>2</sup>Wageningen University & Research, The Netherlands*

**[P05.025]**

**"Fast" preference mapping: an alternative to speed product development**

Taís Ricciardi Rodriguez\*, Natália Fernandes Da Costa, Melissa Lima Claus, Natália Amanda Vieira Fialho, *Ajinomoto do Brasil Ind. e Com. de Alimentos LTDA, Brazil*

**[P05.026]**

**Odour panel calibration**

Lieke van Genderen\*, *Olfasense B.V., The Netherlands*

**[P05.027]**

**Is it better to be liked or to be talked about by your consumers?**

Nancy Holthuysen\*, Jonathan Rason, Thierry Worch, Feline Heussen, Stefanie Kremer, *FrieslandCampina, The Netherlands*

**[P05.028]**

**Can AI Powered Speech-to-Text and Text-to-Speech techniques limit the interviewer bias in sensory and consumer research?**

Hester Kreuzen\*, Daniëlle Dull, Vera de Rover, Rignald Span, *EyeQuestion Software - Logic8 BV, The Netherlands*

**[P05.029]**

**Temporal Rate-All-That-Apply (TRATA): A novel temporal method for sensory evaluation**

Sebastian Vannevel\*<sup>1</sup>, Jeanne Brand<sup>1</sup>, John C. Castura<sup>2</sup>, Astrid Buica<sup>1</sup>, Wessel du Toit<sup>1</sup>, *<sup>1</sup>South African Grape and Wine Research Institute, Department of Viticulture and Oenology, Stellenbosch University, South Africa, <sup>2</sup>Compusense Inc., Canada*

[P05.030]

**Advances in consumer centric flavor tools for a cost-effective approach**

Rachel Vanlandingham<sup>\*1</sup>, Andrew Poveromo<sup>\*1</sup>, Karen Deane<sup>1</sup>, Sarah Kirkmeyer<sup>2</sup>, Sandra Guerra<sup>3</sup>, <sup>1</sup>GSK Consumer Healthcare, USA, <sup>2</sup>InsightsNow, USA, <sup>3</sup>GSK Consumer Healthcare, USA

[P05.031]

**Leveraging the power of subjective consumer perception to evolve sensory and consumer methods, and define new experiences in rapidly growing and emerging categories.**

Martha Hodgson<sup>\*</sup>, Ben Strutt<sup>\*</sup>, Cambridge Design Partnership, UK

[P05.032]

**Sensory evaluation with consumers revisited thanks to Free-Comment**

Benjamin Mahieu<sup>\*1</sup>, Michel Visalli<sup>1</sup>, Arnaud Thomas<sup>2</sup>, Pascal Schlich<sup>1</sup>, <sup>1</sup>Centre des Sciences du Goût et de l'Alimentation, France, <sup>2</sup>SensoStat, France

[P05.033]

**A more efficient panel method: rapid descriptive analysis with reaction-timed response**

Shannon Gibbons<sup>\*1</sup>, Ellen Thomas<sup>\*1</sup>, Michelle Niedziela, PhD<sup>\*2</sup>, Amanda Golod<sup>2</sup>, Annlyse Retiveau Krogmann, PhD<sup>\*1</sup>, <sup>1</sup>Sensory Spectrum, USA, <sup>2</sup>HCD Research, USA

[P05.034]

**Interviewing consumers during Corona times using @ home videos**

**An efficient way to capture insights through different steps of the innovation process.**

Christelle Michon<sup>\*1</sup>, Basak Oker<sup>2</sup>, <sup>1</sup>Givaudan International SA, Switzerland, <sup>2</sup>Givaudan NL, The Netherlands

[P05.035]

**Social Media instead of Social Distancing?**

**Usage of social intelligence and web platforms to understand consumer behavioral changes, impacted by Covid-19, and define latest trends in food & beverages**

Tatiana Luschen<sup>\*</sup>, Basak Oker, Givaudan International, The Netherlands

[P05.036]

**How do we measure beyond liking? Comparing association testing methods**

Tessa Firet<sup>\*</sup>, Stefanie Kremer, Jonathan Rason, Thierry Worch, Friesland Campina, The Netherlands

[P05.037]

**Uncover consumer's unconscious feeling towards ready-to -drink alcoholic beverages using photo metaphor method**

Candice Xiaozhen Zheng<sup>\*</sup>, Christina Sipes, Veronica Symon, Ana Malo, Diageo, USA

**[P05.038]**

**A Case Study On Flavour Trends Prediction For Chocolate In Bakery In Real Time using Artificial Intelligence & Machine Learning.**

Priti Pal\*<sup>1</sup>, Marieke Otten\*<sup>2</sup>, <sup>1</sup>Givaudan, India,<sup>2</sup>Givaudan, Singapore

**[P05.039]**

**Can social listening be the future tool for cost-effective Competitor Benchmarking?**

Sandra Guerra\*<sup>1</sup>, Rachel Vanlandingham<sup>2</sup>, Andrew Poveromo<sup>2</sup>, Pierre-Antoine Dubosc\*<sup>3</sup>, <sup>1</sup>GSK, USA,<sup>2</sup>GSK, USA,<sup>3</sup>Semantiweb US LLC, USA

**[P05.040]**

**Investigating effects of cognitively evoked situational contexts on consumer expectation measured by adopting a two-step rating-based 'double-faced applicability' test and its d'A profile**

Yeon-Joo Lee\*<sup>1</sup>, In-Ah Kim<sup>1</sup>, Danielle van Hout<sup>2,3</sup>, Hye-Seong Lee<sup>1</sup>, <sup>1</sup>Ewha Womans University, Republic of Korea,<sup>2</sup>Unilever R&D, The Netherlands,<sup>3</sup>Dee-Prime, The Netherlands

**[P05.041]**

**Visual atlas for makeup long wear evaluation under new norm (mask wearing under COVID) – makeup transfer to mask**

Tracy Tan\*<sup>1</sup>, Gaetane Wentzo<sup>2</sup>, <sup>1</sup>L'Oreal China R&I, China,<sup>2</sup>L'Oreal France R&I, France

**[P05.042]**

**Effects of two different types of test instruction (positive vs. negative) and descriptor of attributes (high-end vs. low-end), and their interaction on product sensory profiling**

Yeon-Joo Lee\*, Yun-Seo Choi, Hye-Seong Lee, Ewha Womans University, Republic of Korea

**[P05.043]**

**A new approach of classifying emotion from cosmetic cream use with EEG and neural network model**

Gusang Kwon\*<sup>1</sup>, Youngkyung Kim<sup>1</sup>, Sunyoung Shin<sup>1</sup>, Jieun Kim<sup>2</sup>, Dong-Uk Hwang<sup>2</sup>, Edwin J. Son<sup>2</sup>, Sang Hoon Oh<sup>2</sup>, Whansun Kim<sup>2</sup>, <sup>1</sup>AMOREPACIFIC R&D Center, Republic of Korea,<sup>2</sup>National Institute for Mathematical Sciences, Republic of Korea

**[P05.044]**

**Consumer involvement as active partners in research and innovation; a case study on gene editing of salmon.**

Paula Varela, Mari Ø. Gaarder, Mads Erling Pedersen, Ida S. Grini\*, Tone-Kari Østbye, Anne Kettunen, Nofima, Norway

**[P05.045]**

**Identifying the relative merits of using a mixed reality context for predicting food choice?**

Julia Low\*<sup>1</sup>, Charles Diako<sup>1</sup>, Vivian Lin<sup>2</sup>, Liang Jun Yeon<sup>2</sup>, Joanne Hort<sup>1</sup>, <sup>1</sup>Massey University, New Zealand,<sup>2</sup>Singapore Institute of Technology, Singapore

**[P05.046]**

**Innovative tools for collecting and quantifying product experience data to enable affective product design of foods**

Dietmar Weiss\*<sup>1</sup>, Jorge Oliveira<sup>2</sup>, Frank Cullen<sup>1</sup>, Roisin Burke<sup>1</sup>, <sup>1</sup>TU Dublin, Ireland,<sup>2</sup>University College Cork, Ireland

**[P05.047]**

**Investigating flavour perception and discrimination between low-fat milk samples varying fat contents using Dual Reminder A-Not A method based on signal detection theory**

Sun-Min Kim\*, Jae-Eun Kim, Hye-Seong Lee, Ewha womans university, Republic of Korea

**[P05.049]**

**Bringing agile elements into descriptive analysis**

Patricia Silva<sup>1</sup>, Thomas Alex<sup>2</sup>, Marion Delbende<sup>3</sup>, Lise Dreyfuss<sup>3</sup>, Martin Kern<sup>4</sup>, Eva Laparra<sup>4</sup>, Paolo Manfredi\*<sup>5</sup>, Song Sheng<sup>6</sup>, <sup>1</sup>SAM Sensory And Marketing International, Spain,<sup>2</sup>SAM Sensory And Marketing International, Switzerland,<sup>3</sup>SAM Sensory And Marketing International, France,<sup>4</sup>SAM Sensory And Marketing International, Germany,<sup>5</sup>SAM Sensory And Marketing International, Italy,<sup>6</sup>SAM Sensory And Marketing International, China

**[P05.050]**

**Studying consumer perception of ready-to-drink coffee products using two-step rating-based 'double-faced applicability' test: Part 1. comparison of its performance of product discrimination and characterization with check-all-that-apply (CATA) question**

Ye-Jin Lee\*, Hye-Seong Lee, Ewha Womans University, Republic of Korea

**[P05.051]**

**Blind and branded product evaluation: a solution on the issue of brand shift on product evaluation by means of segmentation analysis.**

Martin Kern\*<sup>1</sup>, Thomas Alex<sup>2</sup>, Marion Delbende<sup>3</sup>, Lise Dreyfuss<sup>3</sup>, Eva Laparra<sup>1</sup>, Paolo Manfredi<sup>4</sup>, Song Sheng<sup>5</sup>, <sup>1</sup>SAM Sensory And Marketing International, Germany,<sup>2</sup>SAM Sensory And Marketing International, Switzerland,<sup>3</sup>SAM Sensory And Marketing International, France,<sup>4</sup>SAM Sensory And Marketing International, Italy,<sup>5</sup>SAM Sensory And Marketing International, China

**[P05.052]**

**How much does sensory quality play a role in the consumer's purchase intent? A cross-cultural study of confectionery snacks**

Emer Garvey\*, Shanice Twohig, Tom Collins, Eolas International, Ireland

**[P05.053]**

**Studying consumer perception of ready-to-drink coffee products using two-step rating-based 'double-faced-applicability' test: Part 2. validation of three-dimensional perception model and its relationships with overall sensory satisfaction**

Ye-Jin Lee\*, Nur azatil ismah Shamshul Bahrin, Hye-Seong Lee, *Ewha Womans University, Republic of Korea*

**[P05.054]**

**Cracking the sensory code with teenagers: A Sensory Trained User Panel case study**

Beth Logan<sup>1</sup>, Ellie King<sup>1</sup>, Phiala Mehring<sup>2</sup>, Thibault Delafontaine<sup>2</sup>, Valerie Mialon<sup>1</sup>, Alice Barker\*<sup>1</sup>, *<sup>1</sup>MMR Research Worldwide, Inc., USA, <sup>2</sup>MMR Research Worldwide, Ltd, UK*

**[P05.055]**

**In-home panels, a new normal of sensory descriptive analysis**

Lise Dreyfuss\*, *SAM Sensory And Marketing International, France*

**[P05.056]**

**The relative role of visual, acoustic and olfactory atmospherics on consumers' emotions and food perception in an eating context**

Adriana Galiñanes-Plaza\*<sup>1</sup>, François Abiven<sup>1</sup>, Anne-Charlotte Brassat<sup>1</sup>, Agnès Giboreau<sup>2,3</sup>, *<sup>1</sup>Repères, France, <sup>2</sup>Institut Paul Bocuse Research Center, France, <sup>3</sup>Université Claude Bernard Lyon 1, France*

**[P05.057]**

**Investigating optimal experimental design for applying A-Not A with reminder discrimination method: how to stabilize reference (A) recognition and improve difference (Not A) identification?**

Ha-Lim Lee\*<sup>1</sup>, Danielle van Hout<sup>2</sup>, Hye-Seong Lee<sup>1</sup>, *<sup>1</sup>Ewha Womans University, Republic of Korea, <sup>2</sup>DEE-PRIME, The Netherlands*

**[P05.058]**

**Product testing at home: The New Normal? Uncovering and managing unexpected sources of bias within our consumer data**

Simon Hails, Alice Nield, Tracey Sanderson\*, *Sensory Dimensions, UK*

**[P05.059]**

**New protocol for ASTREE Electronic tongue to discriminate sugars and sweeteners**

Sungeun Cho\*<sup>1</sup>, Nannapas Muenprasitivej<sup>1</sup>, Sarah Nardone<sup>1</sup>, Ran Tao<sup>2</sup>, *<sup>1</sup>Auburn University, USA, <sup>2</sup>Michigan State University, USA*

**[P05.060]**

**Refinement and validation of the sensory quality control knowledge, attitudes and practices (SQC- KAP) questionnaire**

Ogheneyoma Onojakpor\*, Henriette de Kock, *University of Pretoria, South Africa*

**[P05.061]**

**A comparison on coffee of modified COVID-19 descriptive analysis protocols as a viable alternative to traditional evaluations**

Mackenzie Batali\*, Ashley Thompson, Lik Xian Lim, William Ristenpart, Jen-Xavier Guinard, *University of California, Davis, USA*

**[P05.062]**

**Using smart chatbots to ladder down into sensory detail of consumer language at a quantitative scale**

Sarah Smith<sup>1</sup>, Annie Neller<sup>1</sup>, Alexandra Kuzmina<sup>1</sup>, Alice Barker\*<sup>2</sup>, Janavi Kumar<sup>2</sup>, <sup>1</sup>NOVA, UK,<sup>2</sup>General Mills, UK

**[P05.063]**

**Assessing user adoption of a new market disruptive innovation: the LUD (Learning-Use-Deprivation) framework**

David Morizet<sup>1</sup>, Anais Doyen<sup>1</sup>, Victoire Dairou<sup>1</sup>, Laurence Lebarbanchon<sup>1</sup>, Sara Spinelli\*<sup>2</sup>, <sup>1</sup>L'Oréal Research & Innovation, France,<sup>2</sup>University of Florence, Italy

**[P05.064]**

**Check-All-That-Apply, Rate-All-That-Apply and Rank-All-That-Apply: What is gained and what is lost**

Jeanne Brand\*, Magdalena Muller, H el ene Nieuwoudt, *Stellenbosch University, South Africa*

**[P05.065]**

**Where is a safe zone? Drive-in booths can be an alternative to indoor booths for laboratory sensory testing during epidemic or pandemic periods**

Han-Seok Seo\*, Kyle Buffin, Asmita Singh, Thadeus Beekman, Sara Jarma Arroyo, *University of Arkansas, USA*

**[P05.066]**

**Identifying the Most Effective Way to Improve Consumer Products: Examining the case for replacing Just About Right Scores**

Emily Simmers\*<sup>1</sup>, Lauren Bedegi\*<sup>2</sup>, Kelly May\*<sup>2</sup>, Tony Gualtieri<sup>1</sup>, Valeria Rizzi<sup>1</sup>, <sup>1</sup>Curion, USA,<sup>2</sup>Danone, USA

**[P05.067]**

**Assessing the Efficacy of Interactive Virtual Reality Systems to Optimize Functionality for Sensory and Consumer Testing**

Kym Man\*, Jeremy Patterson, Christopher T. Simons, *The Ohio State University, USA*



**[P05.068]**

**The application of negativity bias during panelist evaluations to aid in off-flavor detection measured with implicit and explicit methods**

Maria Cotter\*, Chris Simons, *The Ohio State University, USA*

**[P05.069]**

**How to Maintain Trained Panels' Engagement and Technical Skills During an Extended Separation**

Andrew Livermore\*<sup>1</sup>, Kim Lozano\*<sup>2</sup>, Crystal Zhang<sup>3</sup>, <sup>1</sup>*Curion, USA*, <sup>2</sup>*Mars-Wrigley, USA*, <sup>3</sup>*Curion, USA*

**[P05.070]**

**Adapting consumer test methods during the constraints of Covid-19**

Keren Novak\*, Andrew Livermore\*, Katie Fellows, Anthony Walton, *Curion, USA*

**[P05.071]**

**Polarised sensory positioning and polarised projective mapping: application as rapid sensory quality classification tools**

Brigitte Du Preez\*<sup>1</sup>, Erika Moelich<sup>1</sup>, Magdalena Muller<sup>1</sup>, Elizabeth Joubert<sup>1,2</sup>, Martin Kidd<sup>1</sup>, Marieta Van der Rijst<sup>2</sup>, <sup>1</sup>*Stellenbosch University, South Africa*, <sup>2</sup>*Agricultural Research Council, South Africa*

**[P05.072]**

**Classification of fermented honeybush tea sensory quality: development and validation of a quality scoring method**

Brigitte Du Preez\*<sup>1</sup>, Elizabeth Joubert<sup>1,2</sup>, Erika Moelich<sup>1</sup>, Magdalena Muller<sup>1</sup>, Martin Kidd<sup>1</sup>, Marieta Van der Rijst<sup>2</sup>, <sup>1</sup>*Stellenbosch University, South Africa*, <sup>2</sup>*Agricultural Research Council, South Africa*

**[P05.073]**

**Sensory/Consumer Science and Usability/UX combined approach for the unique category of beauty device - A real life salon study for an innovative hair device targeting sustainability.**

Huajing (Jing) Xing\*, *L'Oreal, USA*

**[P05.074]**

**Optimizing smart-speaker surveys for application in consumer research**

Ashley Soldavini\*<sup>1</sup>, Hamza Diaz<sup>2</sup>, Danielle van Hout<sup>3</sup>, John Ennis<sup>4</sup>, Christopher Simons<sup>1</sup>, <sup>1</sup>*The Ohio State University, USA*, <sup>2</sup>*Aigora, Spain*, <sup>3</sup>*Dee-Prime, The Netherlands*, <sup>4</sup>*Aigora, USA*

**[P05.075]**

**Impact of immersive mixed reality environments on consumers' open comments expressiveness**

Bruna Barbosa<sup>1</sup>, José Carlos Ribeiro<sup>1</sup>, Célia Rocha<sup>2,1</sup>, Rui Costa Lima<sup>2</sup>, Luís Miguel Cunha\*<sup>1</sup>, <sup>1</sup>*GreenUPorto, DGAOT, Faculty of Sciences, University of Porto, Portugal*, <sup>2</sup>*Sense Test, Lda., Portugal*

**[P05.076]**

**Impact of ambient temperature on the dynamic emotional perception of ice creams: use of Temporal Check-All-That-Apply with emotions (TCATA-E)**

Célia Rocha<sup>\*1,2</sup>, Ana Catarina Pinto<sup>2</sup>, Sandra Guimarães<sup>3</sup>, Rui Costa Lima<sup>1</sup>, Luís Miguel Cunha<sup>2</sup>,  
<sup>1</sup>Sense Test, Lda, Portugal,<sup>2</sup>GreenUPorto, DGAOT, Faculty of Sciences, University of Porto, Portugal,<sup>3</sup>Gelado Colorido, Lda, Portugal

**[P05.077]**

**Effect of pulsed electric field on the perception of freeze-drying apricot**

Ye Liu<sup>\*1</sup>, Nazimah Hamid<sup>1</sup>, Indrawati OEY<sup>2</sup>, Ying Leong<sup>2</sup>, Kevin Kantono<sup>3</sup>, <sup>1</sup>Department of Food Science, Auckland University of Technology, New Zealand,<sup>2</sup>Department of Food Science, University of Otago, New Zealand,<sup>3</sup>Riddet Institute, New Zealand

**[P05.078]**

**Influence of Orthonasal Delivery of Sweet Volatiles on the Perception of Fruitiness in the Mouth**

Sara Cicerale<sup>1</sup>, Neeta Yousaf<sup>\*2,3</sup>, Russell Keast<sup>1</sup>, Beverly Tepper<sup>2,3</sup>, <sup>1</sup>School of Exercise & Nutrition Sciences, Deakin University, Australia,<sup>2</sup>Center for Sensory Sciences & Innovation, Rutgers University, USA,<sup>3</sup>Department of Food Science, School of Environmental and Biological Sciences, Rutgers University, USA

**[P05.079]**

**Application of a pivot profile and flash profile in the profiling of *Bactris guineensis* - based beverage**

Suhey Pérez\*, Roberto Rojas, Universidad Simón Bolívar, Venezuela

**[P05.080]**

**LATA (list-all-that-apply): A rapid method for sensory profiling by experts and consumers alike – Case studies with olive oil and table olives**

Soumi Paul Mukhopadhyay<sup>\*1,2,3</sup>, Jean-Xavier Guinard<sup>4</sup>, <sup>1</sup>NSW Department of Primary Industries, Australia,<sup>2</sup>University of Newcastle, Australia,<sup>3</sup>Charles Sturt University, Australia,<sup>4</sup>University of California Davis, USA

**[P05.081]**

**Check all that apply (CATA) as a suitable method for describing sensory characteristics of dry fermented sausages. Comparison with descriptive-quantitative analysis.**

Carlo Piga<sup>\*1</sup>, Vincenzo Spanu<sup>2</sup>, Christian Scarano<sup>2</sup>, Riccardo Di Salvo<sup>1</sup>, <sup>1</sup>Agris-Agricultural Research Agency of Sardinia, Italy,<sup>2</sup>University of Sassari, Italy

## Theme: Sensometrics & Data Science

### [P06.001]

#### **Cluster analysis of the products in CATA experiments**

Fabien Llobell<sup>\*1</sup>, Davide Giacalone<sup>2</sup>, El Mostafa Qannari<sup>3</sup>, <sup>1</sup>Addinsoft, XLSTAT, France,<sup>2</sup>University of Southern Denmark, Denmark,<sup>3</sup>StatSC, ONIRIS, INRAE, France

### [P06.002]

#### **A multiple-response chi-square framework for the analysis of Free-Comment and Check-All-That-Apply data**

Benjamin Mahieu<sup>\*1</sup>, Pascal Schlich<sup>1</sup>, Michel Visalli<sup>1</sup>, Hervé Cardot<sup>2</sup>, <sup>1</sup>Center for Taste and Feeding Behavior, France,<sup>2</sup>Institut de Mathématiques de Bourgogne, France

### [P06.003]

#### **Application of traditional single point techniques and temporal dominance methods in the evaluation of the sensory profile of DOC Douro red wines**

Eduardo Filipe Amorim<sup>1</sup>, Elisete Correia<sup>\*2</sup>, Alice Vilela<sup>3</sup>, <sup>1</sup>Master Enology Student, University of Trás-os-Montes e Alto Douro, Portugal,<sup>2</sup>Center for Computational and Stochastic Mathematics (CEMAT), Dep. of Mathematics, IST-UL, Portugal,<sup>3</sup>Chemistry Research Centre (CQ-VR), Dep. of Biology and Environment, School of Life and Environmental Sciences, University of Trás-os-Montes e Alto Douro, Portugal

### [P06.004]

#### **Comparisons between commercially available software items with respect to identification of facially expressed emotions evoked by tasting food samples**

Thadeus Beekman<sup>\*</sup>, Han-Seok Seo, University of Arkansas, USA

### [P06.005]

#### **“The theory that would not die... should we let it live?” - a case study on historical consumer datasets to investigate the potential benefits of a Bayesian approach**

Lauren Henry<sup>1</sup>, Gemma Hodgson<sup>\*2</sup>, Mary Jenner<sup>2</sup>, Tracey Sanderson<sup>1</sup>, <sup>1</sup>Sensory Dimensions, UK,<sup>2</sup>Qi Statistics, UK

### [P06.006]

#### **A first approach to the Memories Profile (MemPro) for food product characterization**

Gabriela Teodoro-Bernabe<sup>1</sup>, Adán Cabal-Prieto<sup>2</sup>, Cecilia Coria-Rincón<sup>1</sup>, Lucía Sánchez-Arellano<sup>1</sup>, Lorena Guadalupe Ramón-Canul<sup>3</sup>, Jesús Rodríguez-Miranda<sup>4</sup>, Witoon Prinyawiwatkul<sup>5</sup>, José Andrés Herrera-Corredor<sup>\*6</sup>, Emmanuel de Jesús Ramírez-Rivera<sup>7</sup>, <sup>1</sup>Tecnológico Nacional de México/Campus Huatusco., Mexico,<sup>2</sup>Tecnológico Nacional de México/Campus Huatusco, Mexico,<sup>3</sup>Tecnológico Nacional de México/ Campus Mérida, Mexico,<sup>4</sup>Tecnológico Nacional de México/Campus Tuxtpec, Mexico,<sup>5</sup>Louisiana State University, School of Nutrition and Food Sciences, USA,<sup>6</sup>Colegio de Postgraduados, Campus Córdoba, Mexico,<sup>7</sup>Tecnológico Nacional de México/Campus Zongolica, Mexico

**[P06.007]**

**Crowd sourcing twitter to understand consumers' perception of turmeric**

Alex Feldmeyer\*, *Mane, Inc., USA*

**[P06.008]**

**A Novel Approach To Identify Temporal Drivers Of Liking Based On Functional Data Analysis And Non-Additive Model**

Quoc Cuong Nguyen\*<sup>1,2</sup>, Paula Varela<sup>3</sup>, <sup>1</sup>*Ho Chi Minh City University of Technology (HCMUT), Vietnam,*<sup>2</sup>*Vietnam National University Ho Chi Minh City, Vietnam,*<sup>3</sup>*Nofima AS, Norway*

**[P06.009]**

**Investigating the conceptual and perceptual space of South African old vine Chenin Blanc**

Mpho Mafata, Jeanne Brand, Valeria Panzeri, Astrid Buica\*, *Stellenbosch University, South Africa*

**[P06.010]**

**Seeing flavors: Generating automatic flavor wheels from sensory-relevant text data using Natural Language Processing**

Jacob Lahne\*, Leah Hamilton, Chreston Miller, *Virginia Tech, USA*

**[P06.011]**

**"Improving the Sustainability of Consumer Research Through an AI-Powered Workflow: A Step-by-Step Use Case"**

Katherine Mendoza\*<sup>1</sup>, John Ennis\*<sup>2</sup>, Danielle van Hout<sup>3</sup>, Nicolas Pochart<sup>4</sup>, Denise Pohlhaus<sup>5</sup>, Jakub Kwiecien<sup>6</sup>, <sup>1</sup>*GSK Consumer Healthcare, Singapore,*<sup>2</sup>*Aigora, USA,*<sup>3</sup>*Dee-Prime, The Netherlands,*<sup>4</sup>*GSK Consumer Healthcare, Switzerland,*<sup>5</sup>*GSK Pharmaceuticals, USA,*<sup>6</sup>*Aigora, Poland*

**[P06.012]**

**The good, the bad, and the neutral: How information on the environmental impact of aquaculture alter emotions and flavour perceptions.**

Luca Panzone\*, Naomi Kang\*, *Newcastle University, UK*

**[P06.013]**

**Quantitating the effect of sample size on the outcome of affective sensory tests**

Curtis Luckett\*, Sara Burns, *University of Tennessee, USA*

**[P06.014]**

**Exploring an automated attribute consolidation approach: a case study on craft gins and beers**

Markus Kruger\*, Jeanne Brand, Bruce Watson, Astrid Buica, *University of Stellenbosch, South Africa*

**[P06.015]**

**TetraClass modelling: does it deliver more than penalty analysis of JAR questions?  
Get more out of your data!**

Lise Dreyfuss<sup>\*1</sup>, Thomas Alex<sup>2</sup>, Marion Delbende<sup>1</sup>, Martin Kern<sup>3</sup>, Eva Laparra<sup>3</sup>, Paolo Manfredi<sup>4</sup>, Patricia Silva<sup>5</sup>, Song Sheng<sup>6</sup>, <sup>1</sup>SAM Sensory And Marketing International, France,<sup>2</sup>SAM Sensory And Marketing International, Switzerland,<sup>3</sup>SAM Sensory And Marketing International, Germany,<sup>4</sup>SAM Sensory And Marketing International, Italy,<sup>5</sup>SAM Sensory And Marketing International, Spain,<sup>6</sup>SAM Sensory And Marketing International, China

**[P06.016]**

**Characterization of wine aroma pleasantness using facial muscular activity**

Kori Munk<sup>\*</sup>, Carmen C. Licon, Hubert Cecotti, Martin Shapiro, Miguel A. Pedroza<sup>\*</sup>, *California State University, Fresno, USA*

**[P06.017]**

**Should We Be Re-Thinking Product Launch Success Hurdles?**

Patti Wojnicz<sup>\*</sup>, *P&K Research, USA*

**[P06.018]**

**The role of yeast extract in the developing key sensory attributes of Indonesian soy sauce moromi**

dede adawiyah<sup>\*1</sup>, Leonie Pangestika<sup>2</sup>, Hanifah Lioe<sup>1</sup>, Suliantari Suliantari<sup>1</sup>, <sup>1</sup>*IPB University, Indonesia*,<sup>2</sup>*Atma Jaya University, Indonesia*

**[P06.019]**

**Topological Machine Learning for Consumer Perception and Preference Validated in Central Location Test (CLT)**

Jason Cohen<sup>\*</sup>, Ryan Ahn, Francois Aubin, *Analytical Flavor Systems, USA*

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## Theme: Sensory Driven Product Design

### [P07.001]

#### **Do tactile stimuli impact fragrance perception or emotion?**

Danielle Dale, Tracey Hollowood, Jane Randall, Tracey Sanderson\*, *Sensory Dimensions Ltd, UK, UK*

### [P07.002]

#### **Consumer-product interaction groups: a new approach to rapid prototyping & development**

Nancy Lynch Peper\*, Jason Ridgway, *McCormick & Company, USA*

### [P07.003]

#### **Making sandwiches: Differences in dynamic sensory properties between hazelnut chocolate spreads decrease when spreads are consumed with breads and wafers**

Karina González-Estanol\*<sup>1,2,3</sup>, Danny Clicerì<sup>1</sup>, Franco Biasioli<sup>1</sup>, Markus Stieger<sup>2</sup>, <sup>1</sup>*Department of Food Quality and Nutrition, Edmund Mach Foundation, Italy,* <sup>2</sup>*Food Quality and Design, Wageningen University, The Netherlands,* <sup>3</sup>*Department of Agri-food and Environmental Sciences, Trento University, Italy*

### [P07.004]

#### **Does particle size of soft beads matter in bead-layered hydrogels: A case study on sensory discrimination, perception and oral tribology**

Ecaterina Stribitcaia\*, Emma Krop, Melvin Holmes, Anwasha Sarkar, *University of Leeds, UK*

### [P07.005]

#### **Leveraging Online Market Intelligence to identify key product design insights**

Maria Elena Lozano Dieck\*<sup>1</sup>, Paloma Rosas<sup>2</sup>, Victoria Coutiño<sup>2</sup>, <sup>1</sup>*PepsiCo, Mexico,* <sup>2</sup>*PepsiCo, Mexico*

### [P07.006]

#### **The best of both worlds - combining sensory qualitative consumer research with expert sensory trained panel to accelerate product development & prototype testing in oral healthcare.**

Marie O. Richardson\*<sup>1</sup>, Lesley Allen-Dring\*<sup>1</sup>, Suzy Clemo\*<sup>2</sup>, Sibilla Torricelli<sup>1</sup>, David Jackson<sup>1</sup>, <sup>1</sup>*GSK Consumer Healthcare, UK,* <sup>2</sup>*RDSi, UK*

### [P07.007]

#### **Binary similarity measures in check-all-that-apply data analysis**

Attila Gere\*<sup>1</sup>, Dávid Bajusz<sup>2</sup>, Barbara Biró<sup>1</sup>, Anita Rácz<sup>2</sup>, <sup>1</sup>*Hungarian University of Agriculture and Life Sciences, Hungary,* <sup>2</sup>*Research Centre for Natural Sciences, Hungary*

[P07.008]

**How to stay true to products local identity by decoding consumers perceptions and associations with Dutch Gouda cheeses**

Elly van den Broek\*, Kim Stadman, Jonathan Rason, *FrieslandCampina, The Netherlands*

[P07.009]

**Use of Multi-Intake Temporal Dominance of Sensations (TDS) to Evaluate the Influence of different beverages on chocolate pairings.**

Luis Isac<sup>\*1</sup>, Almudena Lázaro<sup>1</sup>, Belén Isidro<sup>2</sup>, Jordi Lluç Martí<sup>2</sup>, Carolina Chaya<sup>2</sup>, <sup>1</sup>IMIDRA, Spain,<sup>2</sup>Universidad Politécnica de Madrid, Spain

[P07.010]

**Atlantic sprat (*Sprattus sprattus*) for the development of added-value seafood products in Ireland: an investigation of physico-chemical, microbial, sensory characteristics and consumer perception**

Julia Babikova\*, Ulrich Hoeche, John Boyd, Francesco Noci, *Galway-Mayo Institute of Technology, Ireland*

[P07.011]

**Sensory quality and textural properties of functional green tea-infused yoghurt with inulin**

Katarzyna Świąder<sup>\*1</sup>, Anna Florowska<sup>2</sup>, Zuzanna Konisiewicz<sup>1</sup>, <sup>1</sup>Department of Functional and Organic Food, Institute of Human Nutrition Sciences, Warsaw University of Life Sciences (SGGW-WULS), Poland,<sup>2</sup>Department of Food Technology and Assessment, Institute of Food Science, Warsaw University of Life Sciences (SGGW-WULS), Poland

[P07.012]

**Sweetness synergism of binary mixtures of glycosyl rebaudioside A with bulk sweeteners**

Jinsil Jung<sup>1</sup>, Yeohong Kim<sup>\*1</sup>, Jae-Hee Hong<sup>1,2</sup>, <sup>1</sup>Department of Food and Nutrition, Seoul National University, Republic of Korea,<sup>2</sup>Research Institute of Human Ecology, Seoul National University, Republic of Korea

[P07.013]

**Bouba and kiki effect on chocolates: shape influenced expected and perceived creaminess but not taste or liking**

Iuri Y. F. Baptista\*, Fabiana M. Carvalho, Priscilla Efraim, Paulo T. S. Silveira, Jorge H. Behrens, *School of Food Engineering, University of Campinas, Brazil*

[P07.014]

**How consumers perceive reduced alcohol wines**

María Osorio\*, Eva Sánchez-Palomo, Juan Antonio Delgado, Manuel Ángel Ferrer, Miguel Ángel González, *University of Castilla-La Mancha, Spain*

**[P07.015]**

**Alternative of traditional fertilisation of La Mancha melons: influence on sensory profile and consumer acceptance.**

Manuel Ángel Ferrer, María Osorio\*, Eva Sánchez-Palomo, Juan Antonio Delgado, Miguel Ángel González, *University of Castilla-La Mancha, Spain*

**[P07.016]**

**Sensory acceptability of a peanut frozen dessert similar to ice cream as a potential sustainable food choice**

Mariana Agostina Marchesino\*<sup>1,2</sup>, Nicolle Stefani Juncos<sup>1,2</sup>, Rubén Horacio Olmedo<sup>1,2</sup>, Nelson Rubén Grosso<sup>1,2</sup>, <sup>1</sup>*Facultad de Ciencias Agropecuarias, Universidad Nacional de Córdoba, Argentina*, <sup>2</sup>*Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET), Argentina*

**[P07.017]**

**The influence of sugar replacement by sugar substitutes on sensory perception and overall liking of yoghurt**

Diksha Chadha\*<sup>1</sup>, Nazimah Hamid<sup>1</sup>, Kevin Kantono<sup>1,2</sup>, <sup>1</sup>*Auckland University of Technology, New Zealand*, <sup>2</sup>*Arla Innovation Centre, Arla Foods amba, Denmark*

**[P07.018]**

**Sensory research in practice: finding balance between optimal methods and available resources**

Vera van Stokkom\*, Marieke Nijmeijer, Mark Kuiper, Reese Mannee, Tijn Hollestelle, Tjiener van Phan, Frank van Steenbruggen, Harry Vogel, F. van de Leij, *Inholland University of Applied Sciences, The Netherlands*

**[P07.019]**

**Co-creation for packaging design: the effect of informative vs. interpretative claims**

Laura López-Mas\*, Anna Claret, Alejandra Bermúdez, Mar Llauger, Luis Guerrero, *Institute of Agrifood Research and Technology (IRTA), Spain*

**[P07.020]**

**Disruptive innovation: Using sensory cues to tap into consumer habits**

Michelle Niedziela\*, Allison Gutkowski, Kathryn Ambroze, *HCD Research, USA*

**[P07.021]**

**Sensory and physico-chemical attributes in product design for the food industry**

Andreia da Costa\*<sup>1</sup>, Manuel Verganista<sup>1</sup>, João Costa<sup>1</sup>, Alexandra Costa<sup>1</sup>, João M. Silva<sup>1,2</sup>, Isabel M. João<sup>1,3</sup>, <sup>1</sup>*Instituto Superior de Engenharia de Lisboa, Instituto Politécnico de Lisboa, Portugal*, <sup>2</sup>*CQE, Instituto Superior Técnico, Universidade de Lisboa, Portugal*, <sup>3</sup>*CEG-IST, Instituto Superior Técnico, Universidade de Lisboa, Portugal*



**[P07.022]**

**Generalizing knowledge of Nutri-Score effects on product development and consumer liking**

Milena Krsmanovic, Robert Möslein\*, Hussein Hodaib, Sven Henneberg, Micha Strack, *isi sensory, marketing, research, Germany*

**[P07.023]**

**The sensory profiles of sorghum, cassava and cowpea flours as wheat flour alternatives in flatbread**

Rita Dankwa\*<sup>1</sup>, Heikki Aisala<sup>2</sup>, Eugenie Kayitesi<sup>1</sup>, Henriette L de Kock<sup>1</sup>, <sup>1</sup>*University of Pretoria, South Africa*,<sup>2</sup>*VTT Technical Research Centre of Finland, Finland*

**[P07.024]**

**Impact of product temperature on the sensory dynamic profile of an innovative on-the-go breakfast kit: use of Temporal Check-All-That-Apply on product development**

Rui Costa Lima\*<sup>1</sup>, Ana Catarina Pinto<sup>2</sup>, Mónica Santos<sup>3</sup>, Luís Paulico<sup>4</sup>, Fernando Cameira<sup>5</sup>, Célia Rocha<sup>1,2</sup>, Luís Miguel Cunha<sup>2</sup>, <sup>1</sup>*Sense Test, Lda, Portugal*,<sup>2</sup>*GreenUPorto, DGAOT, Faculty of Sciences, University of Porto, Portugal*,<sup>3</sup>*Cerealis – Produtos Alimentares S.A., Portugal*,<sup>4</sup>*FRULACT-Ingredientes para a Indústria Alimentar, S.A., Portugal*,<sup>5</sup>*Fromageries Bel Portugal, S.A., Portugal*

**[P07.025]**

**Effects of wooden chicken breast muscle inclusion on consumer acceptability of breaded chicken breast nuggets**

Lindsey Hamill\*, *Perdue Foods, USA*

**[P07.026]**

**Use of multisensory interactions as a food reformulation strategy – a model-based study to reduce salt in foods**

Laura Bäuerle\*, Sabine Kühn, *University of Applied Sciences Niederrhein, Germany*

**[P07.027]**

**Application of CATA and TCATA in the quality assessment of mackerel**

Yi-zhen Huang\*, Yu Liu, Zheng Jin, Jianan Zheng, Xiliang Yu, Beiwei Zhu, Xiuping Dong\*, *National Engineering Research Center of Seafood, Collaborative Innovation Center of Seafood Deep Processing, Liaoning Province Collaborative Innovation Center for Marine Food Deep Processing, School of Food Science and Technology, Dalian Polytechnic University, China*

**[P07.028]**

**Application of sensory evaluation method in optimization of Atlantic mackerel processing techniques**

Yi-zhen Huang\*, Yu Liu, Zheng Jin, Jianan Zheng, Nana Zhang, Beiwei Zhu, Xiuping Dong\*, *National Engineering Research Center of Seafood, Collaborative Innovation Center of Seafood Deep Processing, Liaoning Province Collaborative Innovation Center for Marine Food Deep Processing, School of Food Science and Technology, Dalian Polytechnic University, China*

[P07.029]

**Simulated Sensory Profile Of Yacon (*Smallanthus Sonchifolius*) Juice With Lactobionic Acid:  
Combination Of Flash Profile And E-Nose For Research And Development**

Caroline Marques<sup>1</sup>, Carlos Toazza<sup>1</sup>, Evandro Bona<sup>2</sup>, Marina Mitterer-Dalton<sup>3</sup>, Maria Masson<sup>1</sup>,  
<sup>1</sup>UFPR, Brazil,<sup>2</sup>UTFPR, Brazil,<sup>3</sup>UTFPR, Brazil

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## Theme: Sensory Marketing

### [P08.001]

#### **Sensory claims relevance : How do consumers interpret sensory vocabulary ? Methodological approach**

Laudine Bertrand<sup>1,2,3</sup>, Irène Bacle<sup>4,1</sup>, Massimo Cealti<sup>5,1</sup>, Mathilde Charles<sup>6,1</sup>, Delphine de Taffin de Tilques<sup>7,1</sup>, Benoit Gilbert<sup>8,1</sup>, Laura Gilbert<sup>9,1</sup>, Léa Koenig<sup>10,1</sup>, Cécile Mursic<sup>7,1</sup>, Odile Parizel<sup>11,1</sup>, Ronan Symoneaux<sup>12,1</sup>, Arnaud Thomas<sup>2,1</sup>, <sup>1</sup>*Société Française d'Analyse Sensorielle, France*, <sup>2</sup>*SensoStat, France*, <sup>3</sup>*L'Institut Agro, France*, <sup>4</sup>*Sens'ib, France*, <sup>5</sup>*Altitude C, France*, <sup>6</sup>*Decathlon, France*, <sup>7</sup>*L'Occitane en Provence - Groupe L'Occitane, France*, <sup>8</sup>*Babolat, France*, <sup>9</sup>*Clarins Paris, France*, <sup>10</sup>*AgroParisTech - UMR SayFood, France*, <sup>11</sup>*Bonduelle R&D Group, France*, <sup>12</sup>*UR GRAPPE ESA-INRA, France*

### [P08.002]

#### **How was the complexity of coffee in milk coffee influenced by milk fat and protein?**

Yixun Xia\*, Jiahui Song\*, Fang Zhong\*, *Jiangnan University, China*

### [P08.003]

#### **How to ensure that my product and my brand are a perfect match!**

##### **Proposition of a Sensory Marketing Approach using the CATA task**

Thierry Worch\*, Nancy Holthuysen, Feline Heussen, Jonathan Rason, *Friesland Campina, The Netherlands*

### [P08.004]

#### **Sustainable packaging design: Insights on consumer preference and correct disposal**

Milica Mladenovic, Hans van Trijp, Betina Piqueras-Fiszman\*, *Wageningen University & Research, The Netherlands*

### [P08.005]

#### **Cute look, soft touch – but quality: not much? How *Kindchenschema*-cute images on products and packaging affect consumers' sensory and quality-related expectations**

Raphaëla E. Bruckdorfer\*, Oliver B. Büttner, *University of Duisburg-Essen, Germany*

### [P08.006]

#### **Understanding the Sensory Characteristics of Dog Dental Treats**

Japneet Brar\*, Kadri Koppel, *Kansas State University, USA*

### [P08.007]

#### **Sensory factors to consider when developing bread from sustainable gluten-free flours for millennial consumers**

Nomzamo Magano\*, Riette de Kock, *University of Pretoria, South Africa*

**[P08.008]**

**Profiling sensory attributes of plant-based cold cuts using Napping and Flash Profile.**

Jean-Paul Garin\*, Ilona Faber\*, Federico Jose Armando Perez-Cueto\*, *University of Copenhagen, Denmark*

**[P08.009]**

**Product harmony: leveraging sensory to ensure the product meets the promise**

Michelle Niedziela\*<sup>1</sup>, Stephen Lillford<sup>2</sup>, Tessa Moxley<sup>2</sup>, Allison Gutkowski<sup>1</sup>, Carolyn Sturm<sup>1</sup>, <sup>1</sup>*HCD Research, USA*, <sup>2</sup>*Reckitt Benckiser, UK*

**[P08.010]**

**Cute packaging design as potential tool for reducing disgust towards food products containing edible insects**

Raphaela E. Bruckdorfer\*, Oliver B. Büttner\*, *University of Duisburg-Essen, Germany*

**[P08.011]**

**Effect of insect-based products packaging design on consumers' emotional perceptions: a cross-cultural approach**

Denize Oliveira\*<sup>1</sup>, Gaelle Pantin-Sohier<sup>1</sup>, Celine Gallen<sup>2</sup>, Felipe Reinoso-Carvalho<sup>3</sup>, Rosires Deliza<sup>4</sup>, <sup>1</sup>*University of Angers, France*, <sup>2</sup>*University of Nantes, France*, <sup>3</sup>*Universidad de los Andes, Colombia*, <sup>4</sup>*Embrapa Agroíndustria de Alimentos, Brazil*

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## Theme: Sensory Relationships with Health & Wellbeing

### [P09.001]

#### **Food preferences and their perceived changes before and after bariatric surgery.**

Erika Guyot<sup>\*1,2</sup>, Anestis Dougkas<sup>1</sup>, Maud Robert<sup>3</sup>, Julie-Anne Nazare<sup>2</sup>, Sylvain Iceta<sup>4</sup>, Emmanuel Disse<sup>2,5</sup>, <sup>1</sup>Institut Paul Bocuse Research Center, France, <sup>2</sup>Centre Européen Nutrition et Santé (CENS), Centre de Recherche en Nutrition Humaine Rhône-Alpes (CRNH-RA), Unité INSERM 1060, Laboratoire CarMeN, Université Claude Bernard Lyon 1, France, <sup>3</sup>Department of Digestive and Bariatric Surgery, Integrated Center for Obesity, Hospices Civils de Lyon, Hôpital Edouard Herriot, France, <sup>4</sup>Centre de Recherche de l'Institut Universitaire de Cardiologie et de Pneumologie de Québec-Université Laval, Canada, <sup>5</sup>Department of Endocrinology, Diabetes and Nutrition, Integrated Center for Obesity, Hospices Civils de Lyon, Lyon-Sud Hospital, France

### [P09.002]

#### **Functional ingredients: How to make them really “functional” to consumers in Latin America?**

Sebastián Silva<sup>\*1</sup>, Giovanna Paiosin<sup>\*2</sup>, Irery Sanchez<sup>\*2</sup>, Lorna Guzman<sup>1</sup>, Daniela Osti<sup>2</sup>, Viviana Jose<sup>1</sup>, Carmen Santillán<sup>1</sup>, <sup>1</sup>Givaudan, Mexico, <sup>2</sup>Givaudan, Brazil

### [P09.003]

#### **Sensory Landscape of Dairy Alternatives in Latin America**

Carmen Santillan<sup>\*1</sup>, Zaidy Rodriguez<sup>2</sup>, Daniela Osti<sup>3</sup>, Giovanna Paiosin<sup>3</sup>, Cecilia Colabella<sup>4</sup>, Marissa Briseño<sup>1</sup>, <sup>1</sup>Givaudan, Mexico, <sup>2</sup>Givaudan, Colombia, <sup>3</sup>Givaudan, Brazil, <sup>4</sup>Givaudan, Argentina

### [P09.004]

#### **How the meat substitutes taste like in Latin America?**

Carmen Santillan<sup>\*1</sup>, Zaidy Rodriguez<sup>2</sup>, Daniela Osti<sup>3</sup>, Cecilia Colabella<sup>4</sup>, Dulce Montes de Oca<sup>1</sup>, <sup>1</sup>Givaudan, Mexico, <sup>2</sup>Givaudan, Colombia, <sup>3</sup>Givaudan, Brazil, <sup>4</sup>Givaudan, Argentina

### [P09.005]

#### **Product Naturalness Scale (PNS), a new attitudinal scale to assess attitude toward naturalness of food and non-food products**

Morgane Dantec<sup>\*1,2,3</sup>, Hélène Allain<sup>1</sup>, Nathalie Yvert<sup>1</sup>, Moustafa Bensafi<sup>3</sup>, Jérémie Lafraire<sup>2</sup>, <sup>1</sup>V. Mane Fils, France, <sup>2</sup>Institut Paul Bocuse Research Center, France, <sup>3</sup>Centre de Recherche en Neurosciences de Lyon, France

### [P09.006]

#### **Sweetness potencies of sweeteners revisited: accounting for the concentration-dependent nature**

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[P09.007]

**Creating Great Tasting Low Sugar Ready-To-Drink (RTD) Tea In China By Understanding The Impact Of Sensory Performance On Consumer Perception**

Ellen Wang\*, *Givaudan, China*

[P09.008]

**Cross-model effects of sichuan pepper oleoresin and capsaicin: A promising approach for modulating saltiness perception and sodium reduction**

yang wang<sup>1,2</sup>, Kui Zhong<sup>1</sup>, Bolin Shi<sup>\*1</sup>, Houyin Wang<sup>1</sup>, Longyun Liu<sup>1</sup>, Lei Zhao<sup>1</sup>, <sup>1</sup>*China Institute of Standardization, China*,<sup>2</sup>*shanghai University, China*

[P09.009]

**PROP (6-n-propylthiouracil) taster status affect taste perception but not food consumption and intake amongst obese and non-obese subjects**

Ahmad Riduan Bahauddin<sup>\*1</sup>, Roselina Karim<sup>2</sup>, Nazamid Shaari<sup>2</sup>, Zalilah Mohd Shariff<sup>3</sup>, <sup>1</sup>*Faculty of Food Science and Nutrition, Universiti Malaysia Sabah, Malaysia*,<sup>2</sup>*Faculty of Food Science and Technology, Universiti Putra Malaysia, Malaysia*,<sup>3</sup>*Faculty of Health and Medical Sciences, Universiti Putra Malaysia, Malaysia*

[P09.010]

**Benefits of a single essential oil in a cream-based cosmetic for sleep quality and skin health**

Romain Duroux<sup>\*1</sup>, Anshul Jain<sup>2</sup>, Matthias Tabert<sup>2</sup>, Joan Attia<sup>1</sup>, <sup>1</sup>*IFF- Lucas Meyer Cosmetics, France*,<sup>2</sup>*IFF, USA*

[P09.011]

**The role of an individual's olfactory discriminability in predicting snacking and habitual energy intake**

Rachel Ginieis<sup>\*1</sup>, Sashie Abeywickrema<sup>1</sup>, Indrawati Oey<sup>1</sup>, Elizabeth Franz<sup>1</sup>, Tracy Perry<sup>1</sup>, Russell Keast<sup>2</sup>, Mei Peng<sup>1</sup>, <sup>1</sup>*University of Otago, New Zealand*,<sup>2</sup>*Deakin University, Australia*

[P09.012]

**Coffee consumption enhances creative thinking**

Patricia Alves Da Mota<sup>\*1,2</sup>, Francisco Barbosa Escobar<sup>1</sup>, Qian Janice Wang<sup>1</sup>, <sup>1</sup>*Department of Food Science, Aarhus University, Denmark*,<sup>2</sup>*Center for Music in the Brain, Department of Clinical Medicine, Aarhus University, Denmark*

[P09.013]

**Functional and sensorial properties of different types of rice balls and miso soup adapted using the Japanese soybean, *Kurosengoku* to benefit a Type 2 diabetes prophylactic diet**

Yasuhiro Funatsu<sup>\*1</sup>, Ayako Ikeda<sup>1</sup>, Sayo Tamura<sup>1</sup>, Naoki Mafune<sup>2</sup>, Kazuhiko Matsuno<sup>1</sup>, Akira Tanaka<sup>3</sup>, Makoto Kawakami<sup>3</sup>, <sup>1</sup>*Department of Food Science and Human wellness, Rakuno Gakuen University, Japan*,<sup>2</sup>*Division of Laboratory and Transfusion Medicine, Hokkaido University Hospital, Japan*,<sup>3</sup>*Food Processing Research Center, Hokkaido Research Organization, Japan*

**[P09.014]**

**Adult picky eating is negatively associated with the adherence to the Mediterranean Diet**

Leonardo Menghi\*<sup>1,2,3</sup>, Isabella Endrizzi<sup>3</sup>, Massimiliano Zampini<sup>4</sup>, Davide Giacalone<sup>2</sup>, Flavia Gasperi<sup>1,3</sup>, <sup>1</sup>University of Trento – Center Agriculture Food Environment (C3A), Italy, <sup>2</sup>University of Southern Denmark - SDU Innovation and Design Engineering, Department of Technology and Innovation, Denmark, <sup>3</sup>Edmund Mach Foundation, Research and Innovation Center, Department of Food Quality and Nutrition, Italy, <sup>4</sup>University of Trento - Center for Mind/Brain Sciences (CIMEC), Italy

**[P09.015]**

**Analysis of lipid profile, fat taste perception and SNP in CD36 candidate gene and its correlation to obesity risk**

Karthi Muthuswamy, Gowtham Subramanian\*, Deepankumar Shanmugamprema, Selvakumar Subramaniam, Bharathiar University, India

**[P09.016]**

**Fat taste sensitivity among two dietary groups: Etiology of Obesity**

Karthi Muthuswamy, Vinithra Ponnusamy\*, Kalpana Tankay, Selvakumar Subramaniam, Bharathiar University, India

**[P09.017]**

**Liking, attitudes and willingness to pay of Italian elders for tailored ready to eat fishmeal: results from a mixed-methods study**

Greta Castellini\*<sup>1</sup>, Gabriele Sacchetti<sup>2</sup>, Milena Lambri<sup>3</sup>, António Marques<sup>4</sup>, Arianna Roda<sup>3</sup>, Mariarosaria Savarese<sup>1</sup>, Fosca Vezzulli<sup>3</sup>, Guendalina Graffigna<sup>1</sup>, Ettore Capri<sup>3</sup>, <sup>1</sup>EngageMinds Hub, Consumer, Food & Health Engagement Research Center, Università Cattolica del Sacro Cuore, Italy, <sup>2</sup>Aeiforia Srl, Italy, <sup>3</sup>Università Cattolica del Sacro Cuore, Italy, <sup>4</sup>Portuguese Institute for the Sea and Atmosphere (IPMA), Portugal

**[P09.018]**

**Sensory interactions in sweet food: preliminary insights in normal- and over- weight adolescents**

Cristina Proserpio\*<sup>1</sup>, Elvira Verduci<sup>2,3</sup>, Gian Vincenzo Zuccotti<sup>2,4</sup>, Ella Pagliarini<sup>1</sup>, <sup>1</sup>Sensory & Consumer Science Lab (SCS-Lab), Department of Food, Environmental and Nutritional Sciences (DeFENS), University of Milan, Italy, <sup>2</sup>Department of Pediatrics, V. Buzzi Children's Hospital, University of Milan, Italy, <sup>3</sup>Department of Health Sciences University of Milan, Italy, <sup>4</sup>Department of Biomedical and Clinical Science "L. Sacco", University of Milano, Italy

**[P09.019]**

**Consumer perception of strawberry yoghurts with gradually reduced sugar content**

Barbara Guggenbühl\*<sup>1</sup>, Diana Hinninger<sup>2</sup>, Helena Stoffers<sup>1</sup>, <sup>1</sup>Agroscope, Switzerland, <sup>2</sup>Swiss Milk Producers SMP, Switzerland

**[P09.020]**

**The impact of consumer product acceptance on brand performance – a view on re-Formulation – How does sensory and consumer research support sustainability of success?**

Martin Kern\*, SAM Sensory And Marketing International, Germany

[P09.021]

**Clinicians working with cancer patients lack the education and tools to evaluate taste function**

Lakmani Galaniha\*, Alissa Nolden, *University of Massachusetts, USA*

[P09.022]

**A snapshot of the impact of COVID-19 on smell and taste loss on the island of Ireland**

Emily Crofton\*<sup>1</sup>, Rufeilyn Gravador<sup>1</sup>, Eimear Gallagher<sup>1</sup>, Sinead McCarthy<sup>1</sup>, Catherine Barry-Ryan<sup>2</sup>, Amalia Scannell<sup>3</sup>, Deborah Whinnery<sup>4</sup>, Maria Mulhern<sup>5</sup>, Amy Burns<sup>5</sup>, Maurice O'Sullivan<sup>6</sup>, Francesco Noci<sup>7</sup>, Lauren McGuinness<sup>3</sup>, Emma Feeney<sup>3</sup>, <sup>1</sup>*Teagasc Food Research Centre, Ireland*,<sup>2</sup>*Technological University Dublin, Ireland*,<sup>3</sup>*University College Dublin, Ireland*,<sup>4</sup>*College of Agriculture Food and Rural Enterprise, UK*,<sup>5</sup>*Ulster University, UK*,<sup>6</sup>*University College Cork, Ireland*,<sup>7</sup>*Galway-Mayo Institute of Technology, Ireland*

[P09.023]

**The relationship between disgust sensitivity and BMI: Is the food disgusting or am I?**

Sara Spinelli\*<sup>1</sup>, Caitlin Cunningham<sup>2</sup>, Lapo Pierguidi<sup>1</sup>, Caterina Dinnella<sup>1</sup>, Erminio Monteleone<sup>1</sup>, Theresa White<sup>3,4</sup>, <sup>1</sup>*University of Florence, Italy*,<sup>2</sup>*Le Moyne College, USA*,<sup>3</sup>*Le Moyne College, Italy*,<sup>4</sup>*SUNY Upstate Medical University, Italy*

[P09.024]

**Effect of polyphenols extracted from red pods of tara (*Caesalpinia spinosa*) in hydroxymethylfurfural formation and consumer acceptance of muffins**

Jessami Marin<sup>1</sup>, Franco Pedreschi<sup>2</sup>, Andrea Bunger\*<sup>1</sup>, <sup>1</sup>*Universidad de Chile, Chile*,<sup>2</sup>*Pontificia Universidad Católica de Chile, Chile*

[P09.025]

**Helping Consumers to Do Good; Creating Better Plant-Based Foods**

Rachel Orona\*<sup>1</sup>, Nikky Young<sup>2</sup>, Lauren Dooley<sup>2</sup>, <sup>1</sup>*Curion, USA*,<sup>2</sup>*Impossible Foods, USA*

[P09.026]

**Sensory driven preference patterns for vegetables associate with differences in psychological traits and perception of low-appealing sensory properties in phenol enriched functional food**

Lapo Pierguidi\*<sup>1</sup>, Caterina Dinnella<sup>1</sup>, Sara Spinelli<sup>1</sup>, Erminio Monteleone<sup>1</sup>, Elena Arena<sup>2</sup>, Ada Braghieri<sup>3</sup>, Rossella Di Monaco<sup>4</sup>, Flavia Gasperi<sup>5</sup>, Ella Pagliarini<sup>6</sup>, Luisa Torri<sup>7</sup>, Tullia Gallina Toschi<sup>8</sup>, <sup>1</sup>*Department of Agricultural, Food, Environment and Forestry (DAGRI), University of Florence, Italy*,<sup>2</sup>*Dipartimento di Agricoltura, Alimentazione e Ambiente (Di3A), University of Catania, Italy*,<sup>3</sup>*School of Agricultural, Forest, Food, and Environmental Sciences, University of Basilicata, Italy*,<sup>4</sup>*Department of Agricultural Sciences, University of Naples Federico II, Italy*,<sup>5</sup>*Department of Food Quality and Nutrition, Research and Innovation Centre, Fondazione Edmund Mach (FEM), Italy*,<sup>6</sup>*Department of Food, Environmental and Nutritional Sciences (DeFENS), University of Milan, Italy*,<sup>7</sup>*University of Gastronomic Sciences, Italy*,<sup>8</sup>*Department of Agricultural and Food Sciences (DISTAL), Italy*



**[P09.027]**

**Functional foods & beverages in everyday lives. Congruent food design for attractive products**

Laurence Minisini<sup>1</sup>, Jeremy Roque<sup>\*1</sup>, Basak Oker<sup>2</sup>, <sup>1</sup>Givaudan International, Switzerland,<sup>2</sup>Givaudan International, The Netherlands

**[P09.028]**

**Volatile-enhanced-taste: a new way to enhance sweet and salty tastes in foods**

Linda Bartoshuk<sup>\*</sup>, Thomas Colquhoun, Asli Odabasi, Charles Sims, Derek Snyder, University of Florida, USA

**[P09.029]**

**Effect of saskatoon berry powder on the sensory attributes and acceptability of low fat frozen yogurt**

Donna Ryland<sup>\*</sup>, John Thoroski, Michel Aliani, University of Manitoba, Canada

**[P09.030]**

**Functional, sensory and textural properties tostadas of Chiapaneco native maize.**

Gabriela Palacios-Pola<sup>\*1,2</sup>, Hugo Perales<sup>1</sup>, Juan de Dios Figueroa-Cárdenas<sup>3</sup>, <sup>1</sup>El Colegio de la Frontera Sur (ECOSUR), Mexico,<sup>2</sup>Universidad de Ciencias y Artes de Chiapas (UNICACH), Mexico,<sup>3</sup>Centro de Investigación y de Estudios Avanzados del IPN (CINVESTAV), Mexico

**[P09.031]**

**Effect of fat reduction in Frankfurt sausage on sensory quality**

Celia Iniesta<sup>\*</sup>, Irene Peñaranda, Daniel Álvarez, Macarena Egea, M.Belén López, Elvira Zapata, M.Belén Linares, M.Dolores Garrido, Food Technology, Nutrition and Bromatology Department, Faculty of Veterinary, University of Murcia, Spain

**[P09.032]**

**Southern Brazilian brown propolis as a single functional ingredient to food industry**

Fernanda Papa Spada<sup>\*1</sup>, Alan Sartori<sup>2</sup>, Severino Alencar<sup>2</sup>, Eduardo Purgatto<sup>1</sup>, <sup>1</sup>University of São Paulo, Brazil,<sup>2</sup>University of São Paulo, Brazil

**[P09.033]**

**Validating design rules of topical salt (NaCl) particles for the reduction of sodium content in snack foods**

Katherine Hurst<sup>\*1</sup>, Louise Hewson<sup>1</sup>, Ian Fisk<sup>1,2</sup>, <sup>1</sup>University of Nottingham, UK,<sup>2</sup>University of Adelaide, Australia

**[P09.034]**

**Assessing bi-directional sensory sensitivities across bodyweight groups**

Sashie Abeywickrema<sup>\*</sup>, Rachel Ginieis, Indrawati Oey, Mei Peng, University of Otago, New Zealand

## Theme: Sensory Testing with Special Interest Groups

[P10.001]

**Measuring liking and emotional reactions to the shape of pureed meals for long term care (LTC) residents using nutrition professionals and students.**

Elizabeth Muggah\*, Lisa Duizer, *University of Guelph, Canada*

[P10.002]

**How to ensure that consumers will be satisfied by a new sustainable sunscreen product developed for extreme conditions?**

Letellier Sandrine, Lapalud Priscilla, Boyer France, Bacqueville Daniel, Duplan Hélène, Perrin Lucie\*, *R&D department, Pierre Fabre Dermo-Cosmétique, France*

[P10.003]

**Sensory evaluation in Pandemic time: moving to a digital environment**

Ineke Luyten\*, Chantalle Groeneschild, Pleun Kuijpers, *Nutricia Research, The Netherlands*

[P10.004]

**How the low consumption of olive oil influences the perception of adulterated olives?**

Larissa Santos-Tonial, Samara Petkovicz, Marina Mitterer-Daltoé\*, *UTFPR, Brazil*

[P10.005]

**Assessment of sensory acceptability of traditional and vegan rich dough baked product "tsoureki" enriched with defatted hemp seed flour**

Andriana Lazou<sup>1</sup>, Georgios Anastasiadis<sup>1</sup>, Tarsia Provata<sup>1</sup>, Maria Giannakourou<sup>1</sup>, Styliani Protonotariou<sup>2</sup>, <sup>1</sup>*University of West Attica, Greece,* <sup>2</sup>*Agricultural University of Athens, Greece*

[P10.006]

**Establishing a new sensorial protocol by reflecting the Gen Y's cream-testing behavior in real purchase context.**

Mijin Gwak\*, Ran Lee, Minjo Choi, Sunyoung Shin, *AMOREPACIFIC Corporation, Republic of Korea*

[P10.007]

**Relationship of PROP (6-n-propylthiouracil) taster status with taste perceptions, food preference and consumption of Filipino adults diagnosed with hypertension**

Casiana Blanca Villarino\*, Airisse Rae Basinang, Shaira Erika Noelle Fornolles, Alexandra Allyson Yap, *University of the Philippines Diliman, The Philippines*

[P10.008]

**Taste perception, PROP (6-n-propylthiouracil) taster status, BMI, and food preferences and consumption of Filipino adults with Type 2 Diabetes Mellitus**

Casiana Blanca Villarino\*, Airisse Rae Basinang, Jamille Lopez, Kristine Jane Regis, *University of the Philippines Diliman, The Philippines*

[P10.009]

**Using the New Product Release Quality Index to Monitor and Maximise Drinkability, Freshness, Shelf-Life and Consistency**

Boris Gadzov\*<sup>1</sup>, Mangethe Zwane<sup>2</sup>, Dr Katia Jorge<sup>3</sup>, Tina Tian<sup>4</sup>, Evelyne Canterranne<sup>1</sup>, Dale Smith<sup>1</sup>, Richard Boughton<sup>1</sup>, Tom Brown<sup>1</sup>, <sup>1</sup>FlavorActiV, UK, <sup>2</sup>FlavorActiV, South Africa, <sup>3</sup>FlavorActiV, Brazil, <sup>4</sup>FlavorActiV, China

[P10.010]

**Sensory and chemical profiling of South African de-alcoholised sparkling wines**

Lethabo Maesela\*, Hélène Nieuwoudt, Chris Pentz, Magdalena Muller, Jeanne Brand, *Stellenbosch University, South Africa*

[P10.011]

**Impact of pitching rate on sensory analysis of craft beer**

Gabriell Moura da Rocha Bastos\*<sup>1</sup>, Chiara Angélica do Rego Barros da Silva<sup>2</sup>, Anna Luiza Santana Neves<sup>1</sup>, <sup>1</sup>Universidade Federal Rural de Pernambuco, Brazil, <sup>2</sup>Instituto Ceres de Educação Cervejeira, Brazil

[P10.012]

**Sensory characterization of conifer-based extracts in a culinary use perspective**

Francois Girard\*<sup>1,2,3</sup>, Afia Boumail<sup>4,3</sup>, Katherine Tanaka<sup>1,2,3</sup>, Michael Bom Frøst<sup>5</sup>, Sylvie L. Turgeon<sup>1,2,3</sup>, Véronique Perreault<sup>4,3,2</sup>, <sup>1</sup>Université Laval, Canada, <sup>2</sup>Institute of Nutrition and Functional Foods (INAF), Canada, <sup>3</sup>GastronomiQc Lab, Joint research unit, ITHQ-Université Laval, Canada, <sup>4</sup>Institut de tourisme et d'hôtellerie du Québec (ITHQ), Canada, <sup>5</sup>University of Copenhagen, Denmark

[P10.013]

**Understanding how to use sensory stimuli to induce positive emotions and a the feeling of being welcome in restaurants**

Julie Côté\*<sup>1,2</sup>, Pierrick Jacques<sup>1,2</sup>, Julie Wawrzyniak<sup>1,2</sup>, Maude Gauthier<sup>1,2</sup>, Claudie Gagnon<sup>1</sup>, Charlotte Jacques<sup>1,2</sup>, Marie-Philippe Rouleau-Delage<sup>1,2</sup>, <sup>1</sup>Institut de tourisme et d'hôtellerie du Québec, Canada, <sup>2</sup>ExperiSens, Canada

[P10.014]

**Determination of saltiness perception of white sauce formulations as evaluated by older adults**

Maria Laura Montero\*, Carolyn Ross, *Washington State University, USA*

**[P10.015]**

**Identifying desired elements by older adults for a ready-to-eat meal**

Olivia Chaffee<sup>\*1</sup>, Annie McGillivray<sup>2</sup>, Lisa Duizer<sup>2</sup>, Carolyn Ross<sup>1</sup>, <sup>1</sup>Washington State University, USA,<sup>2</sup>University of Guelph, Canada

**[P10.016]**

**Explore the sensory perception of commercial meal shakes by oncological patients: JAR scales approach**

Alberto Gonzalez-Mohino<sup>1</sup>, Soledad Pinto<sup>2</sup>, Alicia Ramos<sup>3</sup>, Guadalupe Gutiérrez<sup>4</sup>, Carmen García<sup>1</sup>, Sonia Ventanas<sup>\*1</sup>, <sup>1</sup>University of Extremadura, Spain,<sup>2</sup>Vegenat healthcare, Spain,<sup>3</sup>AECC, Spain,<sup>4</sup>AECC, Spain

**[P10.017]**

**Emotional profile of commercial meal shakes evoked by oncological patients**

Maria Freire<sup>1</sup>, Soledad Pinto<sup>2</sup>, Lorena Alonso<sup>3</sup>, Maria Asensio<sup>1</sup>, Alberto Gonzalez-Mohino<sup>1</sup>, Sonia Ventanas<sup>\*1</sup>, <sup>1</sup>University of Extremadura, Spain,<sup>2</sup>Vegenat healthcare, Spain,<sup>3</sup>AECC, Spain

**[P10.018]**

**Key sensory indicators to the selection of indigene ferments dedicated to lactic type cheeses production.**

Christine DELGADO-RAYNAUD<sup>\*1,2</sup>, Anne LUNG<sup>2</sup>, Thierry TALOU<sup>1</sup>, Christel COUDERC<sup>3</sup>, Gwenaëlle JARD<sup>3</sup>, Helene TORMO<sup>3</sup>, <sup>1</sup>Université de Toulouse, INP-ENSIACET, LCAI INRAE-INP, France,<sup>2</sup>CRT CATAR, France,<sup>3</sup>Université de Toulouse, EIP-INP, France

**[P10.019]**

**Quality benchmarking and sensory profiling of de-alcoholised wine**

Sinazo Qwebani<sup>\*</sup>, Hélène Nieuwoudt, Magdelena Muller, Chris Pentz, Jeanne Brand, Stellenbosch University, South Africa

**[P10.020]**

**Healthy Amazonian brownies: a consumer study**

Geina Faria dos Santos<sup>1,2</sup>, Helena Maria André Bolini<sup>\*3</sup>, <sup>1</sup>Universidade Federal de Juiz de Fora, Brazil,<sup>2</sup>Universidade Federal do Amazonas, Brazil,<sup>3</sup>Universidade Estadual de Campinas, Brazil

**[P10.021]**

**Because you're special: utilizing COVID-19 safe qualitative methods to capture expert insight**

Caitlin McLean<sup>\*1</sup>, Aaron Woody<sup>2</sup>, Stephen McIngvale<sup>\*3</sup>, Valerie Mialon<sup>1</sup>, Christine Barnagaud<sup>4</sup>, <sup>1</sup>MMR Research Worldwide, Inc., USA,<sup>2</sup>The Coca-Cola Company, USA,<sup>3</sup>Molson Coors Beverage Company, USA,<sup>4</sup>MMR Research Worldwide, Ltd., UK

**[P10.022]**

**Development of a Computer Based Task to Investigate Appetite in Children**

Isabel Connors<sup>\*1</sup>, Dr. Keri McCrickerd<sup>2</sup>, Dr. Emma Feeney<sup>1</sup>, <sup>1</sup>University College Dublin, Ireland,<sup>2</sup>Singapore Institute for Clinical Sciences (SICS), A\*STAR Research Entities and National University Health System, Singapore

**[P10.023]**

**Consumer acceptability of whole and split yellow peas in two different matrices (chili and muffin) evaluated in two settings (consumer panel and by participants in a clinical trial)**

Heather Blewett<sup>\*1,2,3</sup>, Dan Ramdath<sup>4</sup>, Donna Ryland<sup>2</sup>, Michel Aliani<sup>2,3</sup>, <sup>1</sup>Agriculture and Agri-Food Canada, Canada,<sup>2</sup>University of Manitoba, Canada,<sup>3</sup>Canadian Centre for Agri-Food Research in Health and Medicine, Canada,<sup>4</sup>Agriculture and Agri-Food Canada, Canada

**[P10.024]**

**Sensory and consumer studies for developing a nostalgic new product for the elderly in Singapore.**

Lena Hee Gaik Ling<sup>\*</sup>, Lina Tan, Tong Qi Shandi Tan, Xuan Ping Chee, Jia Yi Aw, Nanyang Polytechnic, Singapore

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## Theme: Sustainable Solutions

### [P11.001]

#### **Sustainable food packaging options through Hungarian consumers' eyes**

Adrienn Hegyi<sup>1</sup>, Tünde Kuti<sup>1</sup>, Zsófia Kertész<sup>1</sup>, Peter Burgess<sup>2</sup>, Marleen Chambault<sup>2</sup>, Bruno David<sup>3</sup>,  
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### [P11.002]

#### **De-Coding Natural Beauty Products: Are They Really Different?**

Nina Poccia<sup>1</sup>, Donna Dooley<sup>1</sup>, Angela Cavanaugh<sup>1</sup>, Luiza Carvahlo<sup>2</sup>, <sup>1</sup>L'Oreal R&I USA, USA,<sup>2</sup>L'Oreal R&I France, France

### [P11.003]

#### **Hedonic plasticity of vegan patties in various evaluation context**

Selgi Kim\*, Seo-Jin Chung, Ewha Womans University, Republic of Korea

### [P11.004]

#### **Future flavours from the past: sensory analysis of fruit from an Australian Aboriginal community in Arnhem Land**

Selina Fyfe\*, Yasmina Sultanbawa, Horst Joachim Schirra, Heather E. Smyth, University of Queensland, Australia

### [P11.005]

#### **Understanding consumer attitudes to reduce bakery waste**

Anne Sjørup Bertelsen, Line Pedersen, Derek Victor Byrne, Ulla Kidmose\*, Aarhus University, Denmark

### [P11.006]

#### **Effects of galacto-oligosaccharide degrading enzymatic treatment on sensory properties of legume-based spoonable snacks**

Antti Knaapila<sup>1</sup>, Katariina Niklander<sup>1</sup>, Sini Kuosmanen<sup>1</sup>, Martina Lille<sup>1</sup>, Emilia Nordlund<sup>2</sup>, Antti Nyyssölä<sup>2</sup>, Essi Päivärinta<sup>1</sup>, Tuula Tuure<sup>3</sup>, Niina Valkonen<sup>3</sup>, Anne-Maria Pajari<sup>1</sup>, <sup>1</sup>University of Helsinki, Finland,<sup>2</sup>VTT Technical Research Centre of Finland Ltd, Finland,<sup>3</sup>Valio Ltd, Finland

### [P11.007]

#### **SENSORY & CONSUMER SCIENCE AT THE BASIS OF SUSTAINABLE PRODUCT INNOVATION HOW TO EVALUATE THE RINSABILITY OF A BEAUTY PRODUCT?**

Julie Dezeure<sup>1</sup>, Ava Mondji<sup>1</sup>, Isabelle Lozano<sup>1</sup>, Charlotte Pessel<sup>1</sup>, Sharon Shen<sup>2</sup>, Anaïs Doyen<sup>1</sup>, Céline Godard<sup>1</sup>, Céline Farcet<sup>1</sup>, David Morizet<sup>1</sup>, <sup>1</sup>L'Oréal Research & Innovation, France,<sup>2</sup>L'Oréal Research & Innovation, China

**[P11.008]**

**“Consumer perceptions and product requirements for alternative to single-use plastic drinking straws.”**

Amanda Jonsson<sup>1</sup>, Kent Andersson<sup>1</sup>, Alina Stelick<sup>\*2</sup>, Robin Dando<sup>2</sup>, <sup>1</sup>Orebro University, Sweden,<sup>2</sup>Cornell University, USA

**[P11.009]**

**Disentangling sex and gender: maintaining societal relevance and avoiding bias**

Linda C. Corcoran<sup>\*</sup>, Maurice G. O' Sullivan, *Sensory Group, School of Food and Nutritional Science, University College Cork, Ireland*

**[P11.010]**

**A pilot study exploring the willingness to consume a waste-to-value product**

Christopher Macken, Maria Dermiki<sup>\*</sup>, *Institute of Technology Sligo, Ireland*

**[P11.011]**

**Insect-enriched food products from a nutritional point of view**

Barbara Biró, Klára Pásztor-Huszár, Attila Gere<sup>\*</sup>, *Institute of Food Technology, Hungarian University of Agriculture and Life Sciences, Hungary*

**[P11.012]**

**Does a sustainable packaging make or break your consumers product experience?**

Stefanie Kremer<sup>\*</sup>, Marjolein Rouwhof, Nancy Holthuysen, Elly Van den Broek, Jonathan Rason, *FrieslandCampina, The Netherlands*

**[P11.013]**

**Consumer heterogeneity in sustainable plastic market: the case of food packaging**

Milica Mladenovic<sup>\*</sup>, Hans van Trijp, Betina Piqueras-Fiszman, *Wageningen University & Research, The Netherlands*

**[P11.014]**

**European consumers' attitudes towards novel protein sources**

Ulla Kidmose<sup>\*1</sup>, Niki Alexi<sup>2</sup>, Glenn Hjorth Andersen<sup>2</sup>, Sonia Riesco<sup>3</sup>, Carlos Bald<sup>3</sup>, <sup>1</sup>Aarhus University, Dept. of Food Science, Democratic Republic of Congo,<sup>2</sup>Aarhus University, Dept. of Food Science, Denmark,<sup>3</sup>Azti, Spain

**[P11.015]**

**Sensory evaluation in times of COVID-19: insights in developing and implementing safety guidelines to continue sensory research work**

Casiana Blanca Villarino\*, Airisse Rae Basinang, Mary Michelle Velasquez, Jin Mark Pagulayan, Ma. Concepcion Lizada, *Department of Food Science and Nutrition, College of Home Economics, University of the Philippines Diliman, The Philippines*

**[P11.016]**

**Text highlighting as a new way of measuring consumers' attitudes: A case study on vertical farming**

Sara Jaeger<sup>\*1</sup>, Sok Chheang<sup>1</sup>, Gaston Ares<sup>2</sup>, <sup>1</sup>*Plant & Food Research, New Zealand,*<sup>2</sup>*Universidad de la Republica, Uruguay*

**[P11.017]**

**How do you feel about vertical farming? Emotional associations are modulated by food technology neophobia and connectedness to nature**

Birgit Ha<sup>\*1</sup>, Duncan Hedderley<sup>2</sup>, Sara Jaeger<sup>1</sup>, <sup>1</sup>*Plant & Food Research, New Zealand,*<sup>2</sup>*Plant & Food Research, New Zealand*

**[P11.018]**

**CONSUMERS' ATTITUDES TOWARDS SUSTAINABLE ALTERNATIVE PROTEIN SOURCES: COMPARING SEAWEEDS, INSECTS AND JELLYFISH**

Nadia Palmieri<sup>1</sup>, Chiara Nervo<sup>2</sup>, Luisa Torri<sup>\*2</sup>, <sup>1</sup>*CREA Research Centre for Engineering and Agro-Food Processing, Italy,*<sup>2</sup>*University of Gastronomic Sciences, Italy*

**[P11.019]**

**Investigating the multi-sensory perception of hop components in beer using a Temporal-Check-That-Apply by modality approach**

Christina Dietz<sup>\*1</sup>, David Cook<sup>1</sup>, Qian Yang<sup>1</sup>, Colin Wilson<sup>2</sup>, Rebecca Ford<sup>1</sup>, <sup>1</sup>*University of Nottingham, UK,*<sup>2</sup>*Totally Natural Solutions Ltd, UK*

**[P11.020]**

**Consumer oriented development of a spirulina-filled pasta**

Stephanie Grahl<sup>\*</sup>, *isi GmbH, Germany*

**[P11.021]**

**Acceptance of Insect Foods Amongst Danish Children is positively affected by information about their sustainability benefits, not by information about taste or nutrition.**

Ainslee Erhard, Magda da Silva, Marie Damsbo-Svendsen, Bat-El Menadeva Karpantschof, Michael Bom Frøst<sup>\*</sup>, *University of Copenhagen, Denmark*

**[P11.022]**

**Acceptance of Insect Foods Amongst Danish Children is positively affected by information about their sustainability benefits, not by information about taste or nutrition.**

Ainslee Erhard, Magda da Silva, Marie Damsbo-Svendsen, Bat-El Menadeva Karpantschof, Michael Bom Frøst<sup>\*</sup>, *University of Copenhagen, Denmark*



[P11.023]

**Mealworms (*Tenebrio molitor* L.) as a sustainable ingredient in crisps and pâtes – sensory characterisation and consumer liking**

Karin Wendin<sup>\*1,2</sup>, Johan Berg<sup>3</sup>, Ingemar Jönsson<sup>1</sup>, Peter Andersson<sup>4</sup>, Karina Birch<sup>1</sup>, Fredrik Davidsson<sup>5</sup>, Johanna Gerberich<sup>1</sup>, Susanne Rask<sup>4</sup>, Maud Langton<sup>6</sup>, <sup>1</sup>Kristianstad University, Sweden, <sup>2</sup>University of Copenhagen, Denmark, <sup>3</sup>RISE-Research Institute of Sweden, Sweden, <sup>4</sup>Solina Group, Sweden, <sup>5</sup>Geoloc AB, Sweden, <sup>6</sup>Swedish University of Agricultural Sciences, Sweden

[P11.024]

**Chew on This: Sensory Gaps between Animal and Plant-Based Burgers**

LaKendra Shepard Butler<sup>\*</sup>, Layo Jegede, Katie Fox, *Ingredion, USA*

[P11.025]

**Here's the Scoop: The Dairy and Plant-Based Ice Cream Sensory Space**

Katie Fox<sup>\*</sup>, Layo Jegede, Barbara Kleiman, *Ingredion Incorporated, USA*

[P11.026]

**The Best Part of Waking Up: The Sensory Landscape of Dairy and Plant-Based Coffee Creamer**

Katie Fox<sup>\*</sup>, Layo Jegede, Barbara Kleiman, *Ingredion Incorporated, USA*

[P11.027]

**The process of using hybrid research methodologies in an interdisciplinary research project to improve the sustainability of the fruit industry**

Masoumeh Bejaei<sup>\*</sup>, *Agriculture and Agri-Food Canada, Canada*

[P11.028]

**Our new normal – sensory and consumer research in a COVID world**

Rebecca Shingleton<sup>\*</sup>, Anita Sisopha, Shannon Bullock, *Consumer Science, Fonterra Research and Development Centre, New Zealand*

[P11.029]

**A sense of our journey to zero waste**

Nicki Fisk, Yi-Hsuan Lin, Clara Shaw<sup>\*</sup>, Megan Taylor, *Sensory Analysis Unit, Consumer Science, Fonterra Research and Development Centre, New Zealand*

[P11.030]

**Offering materials: the hedonic – and sensory differences between foods presented in disposable – or re-usable materials**

Alard Verhoef<sup>\*</sup>, Selma Walg, Boudien van der Werf, Sophia Eisman, Wim Vaessen, *Essensor, The Netherlands*

[P11.031]

**Consumer insights on vegetable substitutes to cheese**

Corinne Amblard<sup>1</sup>, Cécile Bord<sup>1</sup>, Estelle Petit<sup>2</sup>, Laura Zerbinì<sup>2</sup>, <sup>1</sup>Université Clermont Auvergne, INRAE, VetAgro Sup, UMRIF, F-63370, France, <sup>2</sup>Institut Paul Bocuse Research Center, France

[P11.032]

**Sustainable seafood with sensory support: Aquaponic fish taste as good as wild-caught and perception is improved with sustainability information**

Jonathan Kershaw<sup>1</sup>, Brittany Kralik<sup>2</sup>, Fei Weisstein<sup>1</sup>, Jeffrey Meyer<sup>1</sup>, Kevin Neves<sup>1</sup>, Dawn Anderson<sup>1</sup>, <sup>1</sup>Bowling Green State University, USA, <sup>2</sup>Bowling Green, USA

[P11.033]

**Jellyfish as sustainable food source: A cross-cultural study among Latin American consumers**

Luisa Torri<sup>1</sup>, Francisco Alejandro Puentes-Tapia<sup>2</sup>, Fabio Tuccillo<sup>3</sup>, André Carrara Morandini<sup>4</sup>, Joahana Segovia<sup>5</sup>, Cinthya A. Nevarez-López<sup>6</sup>, Valentina Leoni<sup>7</sup>, Gabriela Failla-Siquier<sup>8</sup>, Antonio Canepa Oneto<sup>9</sup>, Javier Quiñones Davila<sup>10</sup>, Cristina Cedeño-Posso<sup>11</sup>, Enrique Laaz<sup>12</sup>, Mercy Raquel Preciado Ramírez<sup>12</sup>, Ilieana Ortega<sup>13</sup>, Rolando Jimenez-Lugo<sup>14</sup>, Agustín Schiariti<sup>15</sup>, Ostin Garcés-Ordóñez<sup>16</sup>, <sup>1</sup>University of Gastronomic Sciences, Italy, <sup>2</sup>Instituto Nacional de Investigación y Desarrollo Pesquero (INIDEP-CONICET), Argentina, <sup>3</sup>University of Helsinki, Finland, <sup>4</sup>Universidade de São Paulo, Brazil, <sup>5</sup>Universidad Francisco Gaviola, El Salvador, <sup>6</sup>Centro de Investigación en Alimentos y Desarrollo, A.C., Mexico, <sup>7</sup>Université de Montpellier, France, <sup>8</sup>Universidad de la República, Uruguay, <sup>9</sup>Universidad de Burgos, Spain, <sup>10</sup>Instituto del Mar del Perú, Peru, <sup>11</sup>Instituto de Investigaciones Marinas y Costeras, Colombia, <sup>12</sup>Instituto Público de Investigación en Acuicultura y Pesca, Ecuador, <sup>13</sup>Universidade Federal do Rio Grande, Brazil, <sup>14</sup>Universidad Nacional de Mar del Plata, Argentina, <sup>15</sup>Instituto Nacional de Investigación y Desarrollo Pesquero, Argentina, <sup>16</sup>Instituto de Investigaciones Marinas y Costeras (INVEMAR), Colombia

[P11.034]

**Sensory analysis as a tool to reduce food waste**

ARNAUD THOMAS\*, Eric Teillet, Christine Urbano, *SensoStat, France*

[P11.035]

**How ready are Canadians/Torontonians for the plant-based movement?**

Krista Waechter, Aseel Masri\*, Katherine Hsiao, Rafal Drabek, Jagoda Mazur, *ACCE International, Canada*

[P11.036]

**Effect of information on consumers' sensory evaluation of beef, plant-based and hybrid beef burgers**

Simona Grasso\*, Rachel Smith, Natalia Mansilla, *University of Reading, UK*

[P11.037]

**Increasing sustainability, reducing CO<sub>2</sub> footprint in sensory and consumer research and its influences on consumer product evaluation**

Marion Delbende<sup>\*1</sup>, Thomas Alex<sup>2</sup>, Lise Dreyfuss<sup>1</sup>, Martin Kern<sup>3</sup>, Eva Laparra<sup>3</sup>, Paolo Manfredi<sup>4</sup>, Patricia Silva<sup>5</sup>, Song Sheng<sup>6</sup>, <sup>1</sup>SAM Sensory And Marketing International, France,<sup>2</sup>SAM Sensory And Marketing International, Switzerland,<sup>3</sup>SAM Sensory And Marketing International, Germany,<sup>4</sup>SAM Sensory And Marketing International, Italy,<sup>5</sup>SAM Sensory And Marketing International, Spain,<sup>6</sup>SAM Sensory And Marketing International, China

**[P11.038]**

**Sensory profiling of high-moisture extruded fish products from underutilized fish species**

Julia Liu, Anni Nisov, Kaisu Honkapää, Heikki Aisala\*, VTT Technical Research Centre of Finland Ltd., Finland

**[P11.039]**

**Identification of the drivers of acceptance and rejection of new functional and sustainable plant-based ingredients: the case of Tartary buckwheat (*Fagopyrum tataricum*)**

Noemi Sofia Rabitti\*, Marta Appiani, Cristina Proserpio, Ella Pagliarini, Monica Laureati, University of Milan, Italy

**[P11.040]**

**The influence of different aromas on texture perception in plant-based yogurt alternatives**

Maija Greis<sup>\*1</sup>, Roosa Kukkonen<sup>1</sup>, Laila Seppä<sup>1</sup>, Riitta Partanen<sup>2</sup>, Mari Sandell<sup>1</sup>, <sup>1</sup>University of Helsinki, Finland,<sup>2</sup>Valio Ltd., Finland

**[P11.041]**

**Integration of a rapid profiling technique (free sorting) to accelerate lexicon development in descriptive analysis.**

Amy Blake\*, Amy Bowen, Vineland Research and Innovation Centre, Canada

**[P11.042]**

**Consumers conceptualization of Circular Economy and perspectives towards the valorization of by-products as new products/ingredients in the food context**

Pedro Manuel Rodrigues de Sousa<sup>\*1</sup>, Maria João Moreira<sup>1</sup>, Ana Pinto Moura<sup>2</sup>, Luís Miguel Cunha<sup>1</sup>, <sup>1</sup>GreenUPorto/DGAOT, Faculty of Sciences, University of Porto, Portugal,<sup>2</sup>GreenUPorto /DCeT, Universidade Aberta, Portugal

**[P11.043]**

**Your coffee is served!: tandem expert & consumer exploration to reduce waste, timelines, and investment**

Caitlin McLean<sup>\*1</sup>, Karen Wilkens<sup>\*2</sup>, Valerie Mialon<sup>1</sup>, Christine Barnagaud<sup>3</sup>, <sup>1</sup>MMR Research Worldwide, Inc., USA,<sup>2</sup>The Coca-Cola Company, USA,<sup>3</sup>MMR Research Worldwide, Ltd., UK

**[P11.044]**

**Aguascalientes as a model of sustainability for production of nutritious and sensory accepted food products**

Julieta Domínguez-Soberanes\*, Ximena Victorino Martínez, Universidad Panamericana, Mexico

**[P11.045]**

**The use of chia seeds as an egg replacer: will consumers swallow it?**

Riya Chachlani, Anita Setarehnejad\*, Cardiff Metropolitan University, UK

**[P11.046]**

**How can side-streams from seafood production become new ingredients without adding off-flavours?**

Grethe Hyldig\*, Ann-Dorit Moltke Sørensen, Rie Sørensen, Charlotte Jacobsen, *The Technical University of Denmark, Division for Food Technology, Denmark*

**[P11.047]**

**Avoiding food waste: Elaboration of vegetable cream using zucchini by-product.**

Macarena Egea<sup>1</sup>, Virginia Tarín<sup>1</sup>, Irene Peñaranda<sup>1</sup>, Elvira Zapata<sup>1</sup>, Celia Iniesta\*<sup>1</sup>, Ana Vera<sup>2</sup>, M.Dolores Garrido<sup>1</sup>, M.Belén Linares<sup>1</sup>, *<sup>1</sup>Food Technology, Nutrition and Bromatology Department, Faculty of Veterinary, University of Murcia, Spain, <sup>2</sup>Frozen Quality Solutions, Spain*

**[P11.048]**

**A methodological approach for sunscreens evaluation toward consumers concerned by eco-responsability.**

LETELLIER Sandrine<sup>1</sup>, PERRIN Lucie\*<sup>1</sup>, CAPITAINE Héloïse<sup>2</sup>, PERES Lisa<sup>2</sup>, Picherit Jeremy<sup>2</sup>, *<sup>1</sup>R&D department, Pierre Fabre Dermo-Cosmétique, France, <sup>2</sup>Techni'sens, France*

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**Theme: Other**

**[P12.001]**

**Understanding Important Features of Hotel Toiletries using Focus Groups**

Jessie Payne\*, Martin Talavera, Kadri Koppel, *Kansas State University, USA*

**[P12.002]**

**Tropical Fruit Aroma in White Wines: The Role of Fermentation Esters and Volatile Thiols**

Angelica Iobbi\*, Elizabeth Tomasino, *Oregon State University, USA*

**[P12.003]**

**Situational Analysis of the Sensory Professionals in LATAM**

Victoria Coufíño<sup>1</sup>, Hellena Bolini<sup>2</sup>, Ivan Mendez<sup>3</sup>, <sup>1</sup>*Sensory & Consumer Product Insights LATAM-PepsiCo Global R&D, Mexico*, <sup>2</sup>*UNICAMP-Brazil, Brazil*, <sup>3</sup>*MB Sense, Mexico*

**[P12.004]**

**Best practice solutions for high response rates for hedonic analysis in pandemic-crisis**

Roswitha Enzelberger\*, Kathrin Heim, Robert Fina, Thomas Poscher, Elisabeth Steiner, Alexander Höftberger, *Fachhochschule Wr. Neustadt GmbH, Austria*

**[P12.005]**

**A Spicy Touch: Associations between hand-feel touch cues and capsaicin solution-induced oral pungency**

Ragita Pramudya\*, Han-Seok Seo, *University of Arkansas, USA*

**[P12.006]**

**Sensory Procedure to Characterize Rioja Alavesa white wines**

Blanca Marín Jiménez\*, Francisco José Pérez Elortondo, Wendy Alicia Rivera Ramos, Iñaki Etaio Alonso, *Laboratorio de Análisis Sensorial Euskal Herriko Unibertsitatea (LASEHU). Lactiker – Research team. University of the Basque Country (UPV/EHU). Centro de Investigación Lascaray Ikerunea, Spain*

**[P12.007]**

**The way in which non-experts understand wine descriptors**

Erika Branchini<sup>1</sup>, Ivana Bianchi<sup>2,1</sup>, Stefania Torquati<sup>1</sup>, Arianna Fermani<sup>2</sup>, Elena Capitani<sup>1</sup>, Veronica Barnaba<sup>1</sup>, Ugo Savardi<sup>1</sup>, Roberto Burro<sup>1</sup>, <sup>1</sup>*University of Verona, Italy*, <sup>2</sup>*University of Macerata, Italy*

**[P12.008]**

**Effect of the environment on the taste of salad rocket leaves (*Eruca sativa*) for the first and second cut grown at two different locations.**

Manik Puranik\*, Luke Bell, Carol Wagstaff, *University of Reading, UK*

[P12.009]

**The Dynamic Duo**

Mary Schraidt\*, Peryam & Kroll Research, USA

[P12.010]

**Evaluation of thickness fractionation as a process to potentially impact sensory characteristics, physicochemical properties, and cooking qualities of long-grain rice (*Oryza sativa* L.)**

Sara Jarma Arroyo\*, Han-Seok Seo, University of Arkansas, USA

[P12.011]

**Effects of growing and cultivating environmental conditions on sensory qualities and physicochemical properties of long-grain rice (*Oryza sativa* L.)**

Sara Jarma Arroyo\*, Han-Seok Seo, University of Arkansas, USA

[P12.012]

**Descriptive analysis of odor and visual characteristics of wet cat food toppers**

Sidharth Babu\*, Kadri Koppel, Kansas State University, USA

[P12.013]

**Gradient-based highly sensitive colorimetric sensor for food spoilage detection**

Rohit D<sup>\*1</sup>, Kumaravel S<sup>1</sup>, Pragalyaashree M M<sup>1</sup>, Dinesh V P<sup>2</sup>, <sup>1</sup>Karunya Institute of Technology and Sciences, India,<sup>2</sup>Sungkyunkwan University, Republic of Korea

[P12.014]

**A methodology to choose a reference water to carry out sensory quality control of tap water**

Garazi de la Fuente Aldazabal\*, Iñaki Etaio, Mónica Ojeda, María del Pilar Fernández-Gil, Andrea Ceregido, Francisco José Pérez-Elortondo, University of the Basque Country (UPV/EHU), Spain

[P12.015]

**Genome-wide association study on soapy flavor perception in blue cheese**

Maria Pina Concas<sup>\*1</sup>, Maria Piochi<sup>2</sup>, Giorgia Cabrino<sup>2</sup>, Paolo Gasparini<sup>1-3</sup>, Luisa Torri<sup>2</sup>, <sup>1</sup>Institute for Maternal and Child Health – IRCCS “Burlo Garofolo”, Italy,<sup>2</sup>University of Gastronomic Sciences, Italy,<sup>3</sup>University of Trieste, Italy

[P12.016]

**Towards development of a standard lexicon for sensory assessment of pulses and pulse-derived ingredients**

Claire Chigwedere<sup>\*1</sup>, Janitha Wanasundara<sup>2</sup>, Phyllis Shand<sup>1</sup>, <sup>1</sup>University of Saskatchewan, Canada,<sup>2</sup>Agriculture and Agri-Food Canada, Canada

[P12.017]

**The sensory image of pro-healthy vegetable juices with added ginger (quantitative-qualitative and temporal changes)**

Eliza Kostyra\*, Anna Piotrowska, Justyna Konopka, Sylwia Żakowska-Biemans, *Warsaw University of Life Sciences, Poland*

[P12.018]

**Consumers' sensory acceptance of dry cured ham from immunocastrated, surgically castrated and entire male pigs**

Sylwia Żakowska-Biemans\*<sup>1</sup>, Eliza Kostyra<sup>1</sup>, Meta Candek-Potokar<sup>2</sup>, Martin Škrlep<sup>2</sup>, Marijke Aluwe<sup>3</sup>, Anna Piotrowska<sup>1</sup>, Katarzyna Świąder<sup>1</sup>, <sup>1</sup>*Warsaw University of Life Sciences, Poland*, <sup>2</sup>*Agricultural Institute of Slovenia, Slovenia*, <sup>3</sup>*Flanders Research Institute for Agriculture, Belgium*

[P12.019]

**Evaluation of the impact of different fading times on the dynamic sensory characterization of Queijo S. Jorge (PDO) cheese and overall liking**

Rui Costa Lima\*<sup>1</sup>, Buse Naz Gürbüz<sup>2</sup>, Célia Rocha<sup>1,2</sup>, Luís Miguel Cunha<sup>2</sup>, <sup>1</sup>*Sense Test, Portugal*, <sup>2</sup>*GreenUPorto, DGAOT, Faculty of Sciences, University of Porto, Portugal*

[P12.020]

**Preference Mapping of brown and white rice**

Tanweer Gondal\*<sup>1,2</sup>, Russell Keast<sup>1</sup>, Robert Shellie<sup>1</sup>, Snehal Jadhav<sup>1</sup>, Shirani Gamlath<sup>1</sup>, Mohammadreza Mohebbi<sup>1</sup>, Djin Gie Liem<sup>1</sup>, <sup>1</sup>*Deakin University, Australia*, <sup>2</sup>*Bahauddin Zakariya University, Pakistan*

[P12.021]

**“Sell-by” date or “smell-by” date? Characterizing milk shelf-life based on key odorant compounds generated during storage**

Aishwarya Badiger\*, Kara Edwards, Timothy Vasquez, Dennis Heldman, *The Ohio State University, USA*

[P12.022]

**Contrasting textures as a means to slow down eating rate, increase satiation and decrease ad libitum food intake while maintaining overall liking**

R. van Bommel\*<sup>1</sup>, M. Stieger<sup>2</sup>, K. Zara<sup>2</sup>, J. Perdana<sup>1</sup>, D. Labbe<sup>3</sup>, J.B. Lawlor<sup>1</sup>, <sup>1</sup>*Nestlé, Germany*, <sup>2</sup>*Wageningen University, The Netherlands*, <sup>3</sup>*Nestlé, Switzerland*