

Innovative solutions in sensory and consumer science:

practical applications in the food and
beverage sectors

8 October 2014



Seminar



Seminar topics include the latest developments in the sensory and consumer science arena

The European Sensory Network (ESN) is hosting a seminar for the food and drink industry in Budapest, organized by Campden BRI Hungary, entitled:

Innovative solutions in sensory and consumer science: practical applications in the food and beverage sectors

ESN present this seminar:

- to develop and support the dissemination of knowledge and expertise in sensory and consumer science;
- to facilitate international contacts for industry and ESN members and partners;
- to advance understanding of the interaction between consumers and products in the context of use.

The seminar is designed to provide insight on some new advanced approaches that exist in sensory and consumer science and how these approaches can be applied in practice.

The benefits and limitations of these approaches will be presented via case studies.

Seminar attendees will benefit from the knowledge and experience shared by experts with industrial, academic, and sensory research backgrounds. The experts are familiar with the latest local and international sensory studies, their problems and solutions. The discussions will include methods of collecting information on products and consumers and their interaction. Seminar participants will have the opportunity to gain ideas concerning potential applications for data collection and analysis techniques as well as their respective practicality in order to better meet attendees' needs and expectations.

This event will be of special interest to you if you are a new product developer, marketer, sensory and consumer scientist or quality manager. The topics will cover advances in sensory and consumer science, product perception and physiology in situation/context.

For details of this event, please visit www.esn-network.com

Klaus Dürrschmid, ESN Chairman

Cost per delegate:

Normal price after 5 September 2014: EUR 150 + VAT

Offer price until 5 September 2014: EUR 120 + VAT

Venue: Budapest, Hungary





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Budapest, Hungary 8 October 2014

- 9:30** Registration and refreshments
- 10:00** Welcome *András Sebők, General Manager, Campden BRI Hungary*
- 10:05** ESN Chairman's introduction on ESN activities *Klaus Dürschmid, ESN Chairman*
- 10:15** Novel approaches and techniques in sensory and consumer science *Marleen Chambault, Campden BRI UK*
- 10:40** Neuro-marketing tools *Ludovic Depoortere, Haystack, Belgium*
- 11:00** **BREAK and opportunity to visit exhibits**
- 11:20** Implicit and explicit measurement of emotional responses to sensory stimuli - comparison of facial expressions, forced choice associations and emotional ratings *Klaus Dürschmid, University of Natural Resources and Life Sciences, Austria*
- 11:40** Influence of anticipated emotions in the consumption of emotional loaded food *Adrienn Hegyi, Campden BRI HU and Sara De Pelsmaeker, Ugent, Belgium*
- 12:00** A large sample commercial study on emotion measurement for beverages: Comparing CATA and rating scales *Hannelize van Zyl, Heineken, The Netherlands, A. Hasted and T. Worch, Qi Statistics Ltd, UK, and H.L. Meiselman, Herb Meiselman Training and Consulting Services, USA*
- 12:20** The use of disliking scale *Martin J. Kern; SAM Sensory and Marketing International, Germany and Wender Bredie, Copenhagen University Faculty of Science Department of Food Science, LMC*
- 12:40** Practical applicability of advanced techniques in industry practice
Q&A session with the morning speakers
Moderator: David Lyon, Firmenich UK Ltd
- 13:00** **LUNCH and opportunity to visit exhibits**
- 14:30** Seminar practical sessions with examples, demos and discussion with the speakers

Sensory statistics in practice	Novel sensory / Consumer methods
Digging deeper into your sensory and consumer data <i>Chantal Gilbert, ACCE, Canada and Marleen Chambault, Campden BRI, UK</i> Consumer Check, or how to run preference mapping and conjoint analysis in a flash <i>Valerie Almlj, Nofima AS, Norway</i>	<ul style="list-style-type: none"> The SAM pre-mapping tool - efficient rapid profiling for fast and reliable sensory screening of a high number of products, The impact of food pairing in hedonic product evaluation How to exploit JAR scales and CATA best, considering the interactions between product characteristics Sensory TURF role in managing product line optimization <i>Martin J. Kern, O. Gautreau, T. Alex and P. Manfredi SAM Sensory and Marketing International, Germany</i> Introduction to Temporal Dominance of Sensations (TDS) and demonstration in TimeSens <i>Pascal Schlich and Arnaud Thomas, INRA, CSGA, France</i>

16:30 Chairman's summing up and seminar close *Klaus Dürschmid, ESN Chairman*

Note: Please bring your lap-top with you.

Exhibits:

- 'Compusense at-hand: a complete online sensory and consumer testing platform', Compusense Inc., Canada
- Ecotrophelia www.ecotrophelia.eu
- FIZZ, software solutions for sensory analysis and consumer tests demo, Fizz by Biosystemes, France
- Hungarian Product Show, etc.