



Erminio Monteleone
University of Florence
erminio.monteleone@unifi.it

www.e3sensory.eu

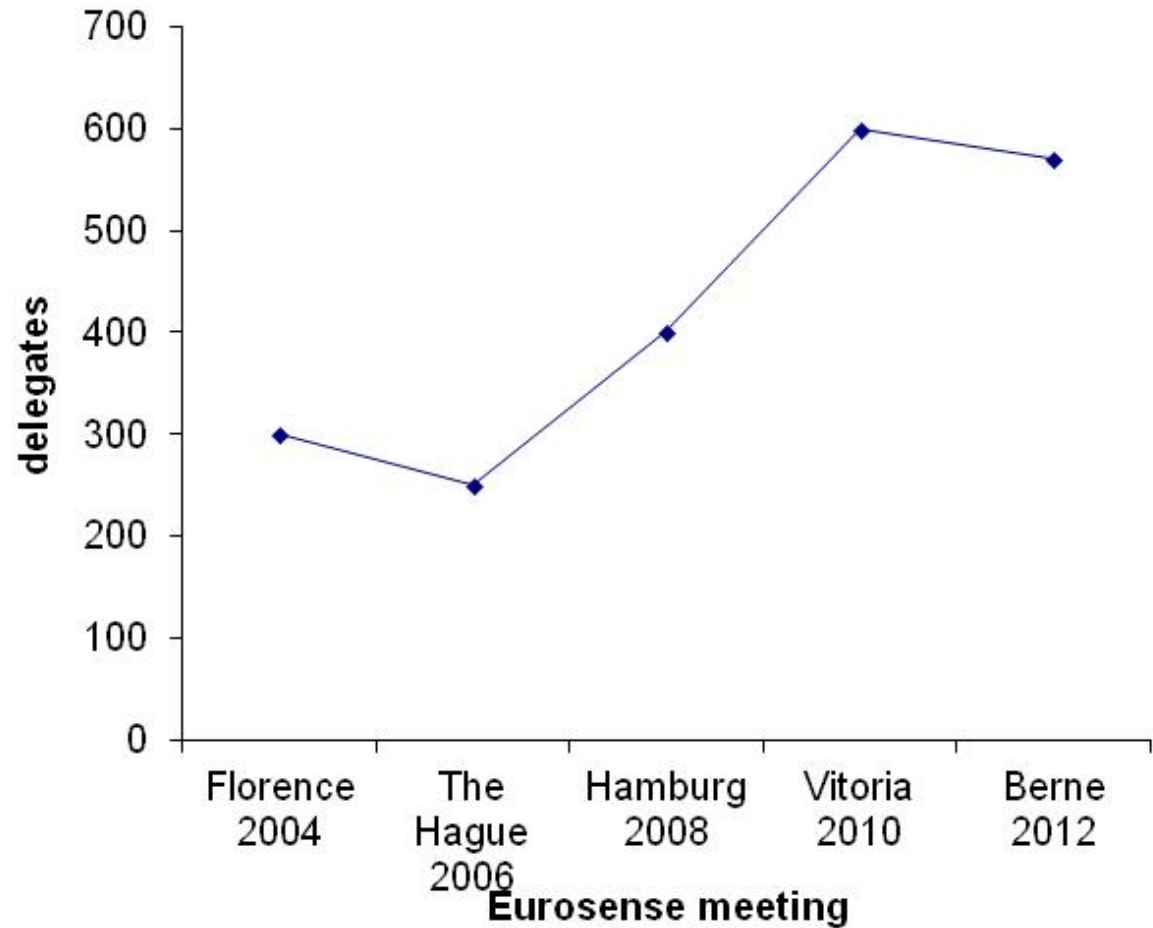


>>> Fast Forward >>>

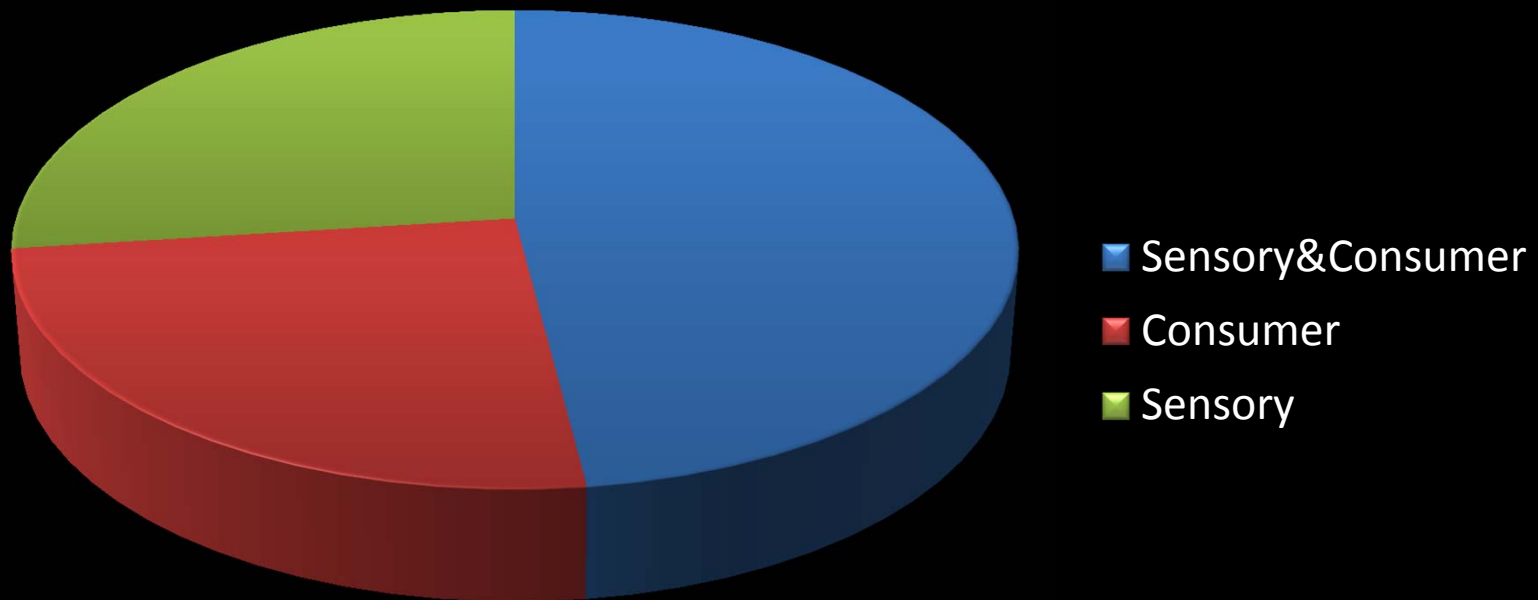
What's new in sensory food research in Europe?

Sens Co France
Italian Sensory Science Society
Professional Food Sensory Group
Vakgroep Sensorisch Onderzoek NL
Institute of Food Science and Technology UK
Swedish Sensory Network
Spanish Professionals Association of Sensory Science
IG Sensorik Swiss Society of Food Science and Technology
Deutsch Gesellschaft für Sensorik
SensNet DK
Finnish Society of Food Science and Technology
Norwegian Sensory Association
Sensory Network Austria

Eurosense meetings



Papers (%) presented at Eurosense, Berne 2013



Descriptive Analysis



panel performance validation



Perceptual map



Product selection



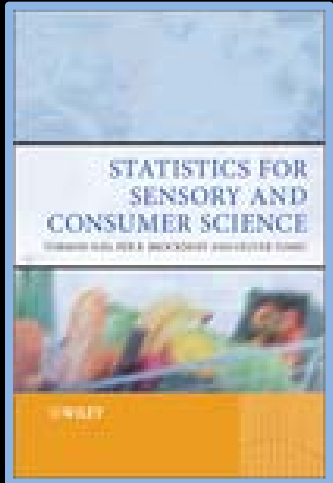
Consumer testing



Preference maps
&
consumer segmentation

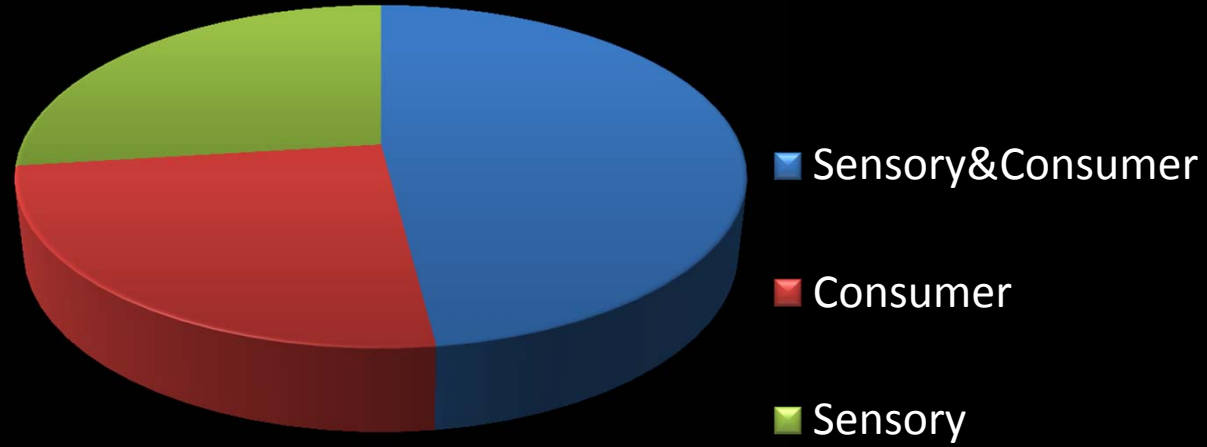


Edited by Hal MacFie



Edited by T. Naes et al.

Papers (%) presented at Eurosense, Berne 2013



Rapid methods
Pivot profile
TDS
Flash Analysis
Polarised sensory positioning
CATA
Napping
Free Sort
New methods

Rapid methods:

WHY

the growing industrial demand to develop faster and more cost-effective methods of descriptive analysis

- rapid access (in one or two sessions) to the relative sensory positioning of a set of food products: Perceptual Maps

WHAT

- do not require a training phase and can be performed either by trained or untrained assessors.

- obtain a coarse, but still sufficient, sensory description of products

Rapid methods:

HOW

Descriptive (or verbal)

Flash Analysis
Free Choice Profile
Check-All-That-Apply

Similarity

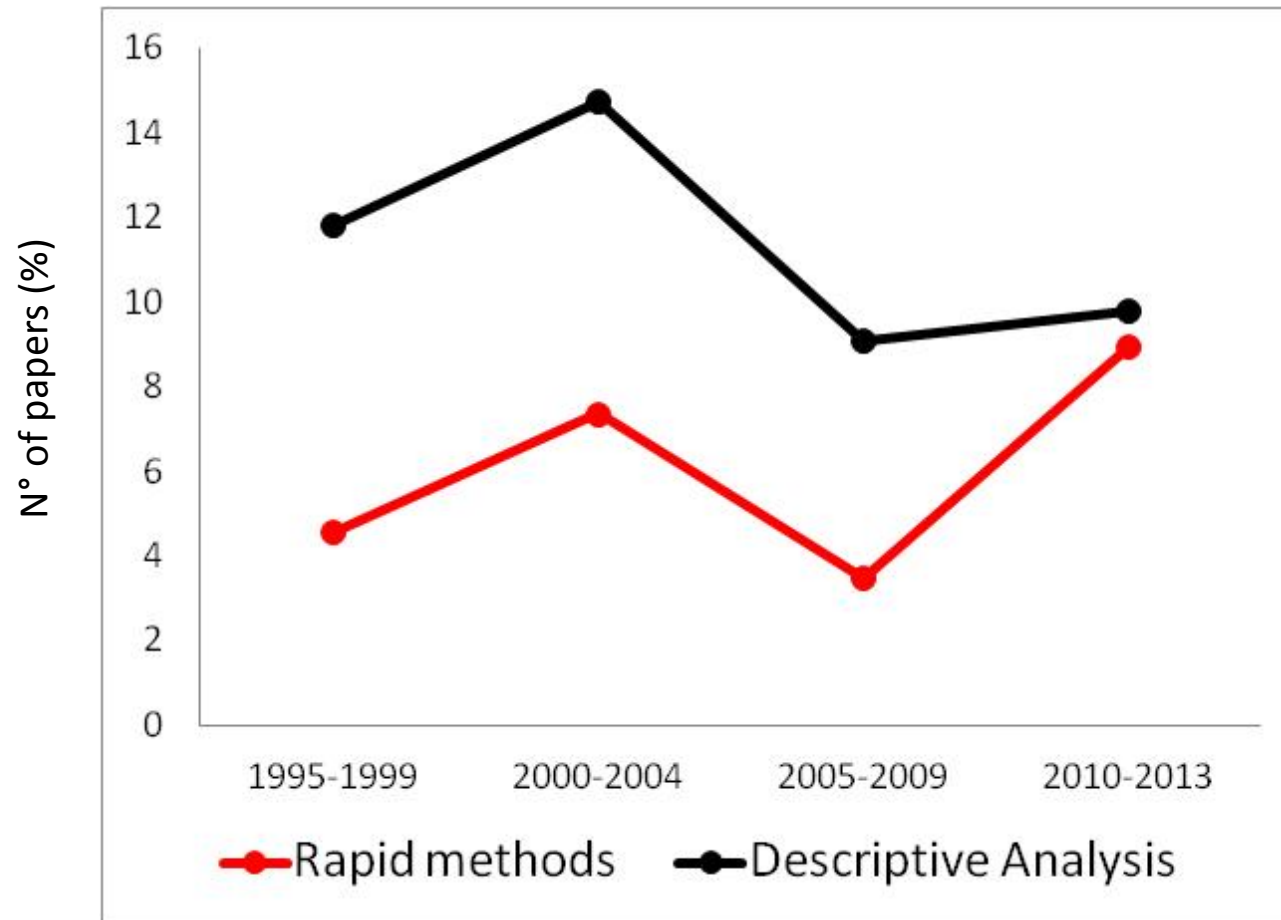
Free Sorting Task
Projective Mapping /
Napping
Direct similarity ratings

Reference-based

Polarised Sensory
Positioning

Pivot Profile

Application of Descriptive Analysis and Rapid methods in FQAP & JSS papers from 1995 to 2013



Rapid methods:

main limitations



Research studies on rapid methods:

projective mapping or free sorting task

VS

conventional descriptive analysis

check-all-that-apply

VS

other rapid method

Contents lists available at SciVerse ScienceDirect



Food Research International

journal homepage: www.elsevier.com/locate/foodres

Review

Sensory profiling, the blurred line between sensory and consumer science. A review of novel methods for product characterization

Paula Varela ^{a,*}, Gastón Ares ^b

International Journal of
Food Science & Technology

International Journal of Food Science and Technology 2012, 47, 1563–1578

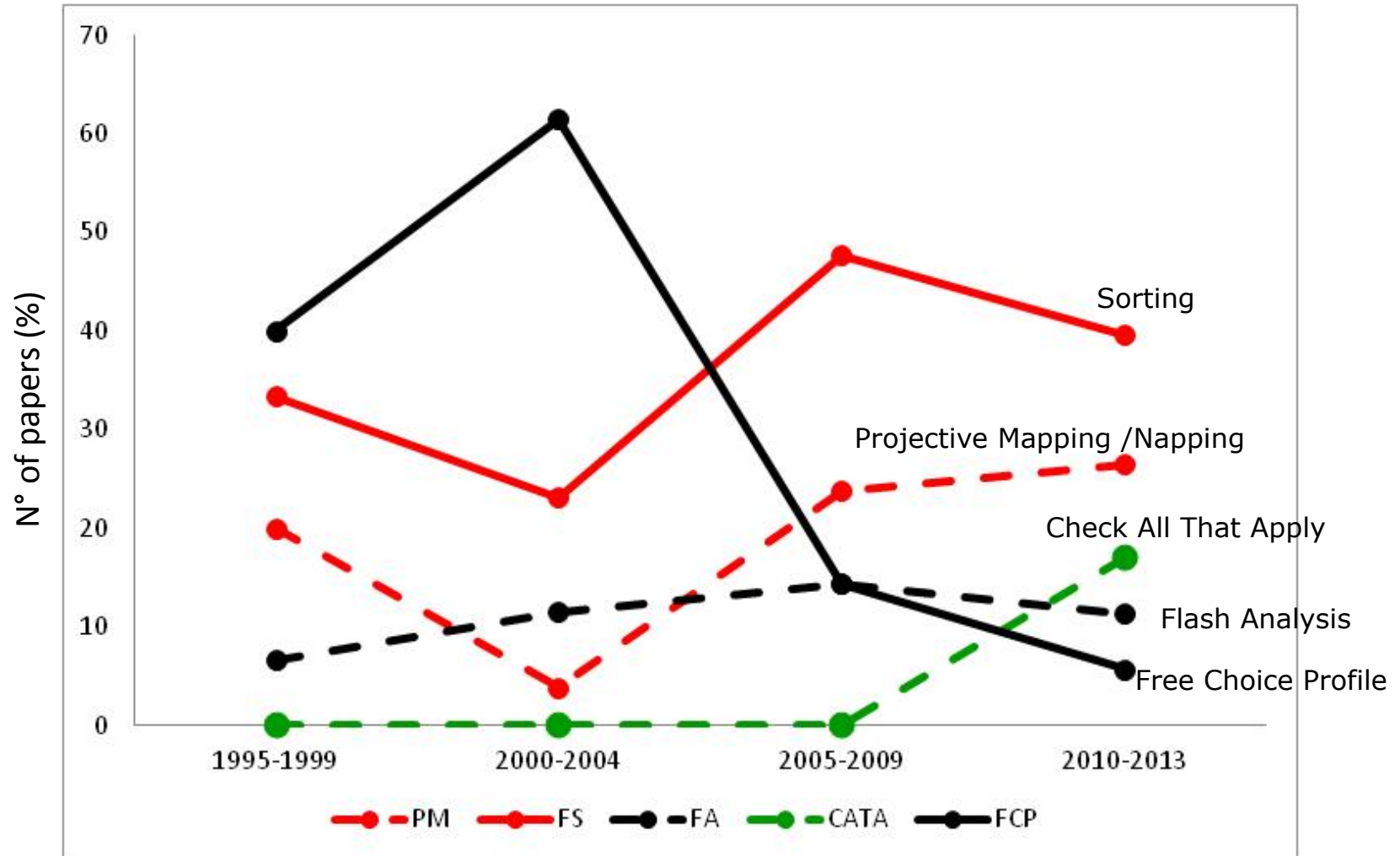


Invited review

Quick and dirty but still pretty good: a review of new descriptive methods in food science

Dominique Valentin,^{1*} Sylvie Chollet,² Maud Lelièvre² & Hervé Abdi³

Application of Descriptive Analysis and Rapid methods in FQAP & JSS papers from 1995 to 2013

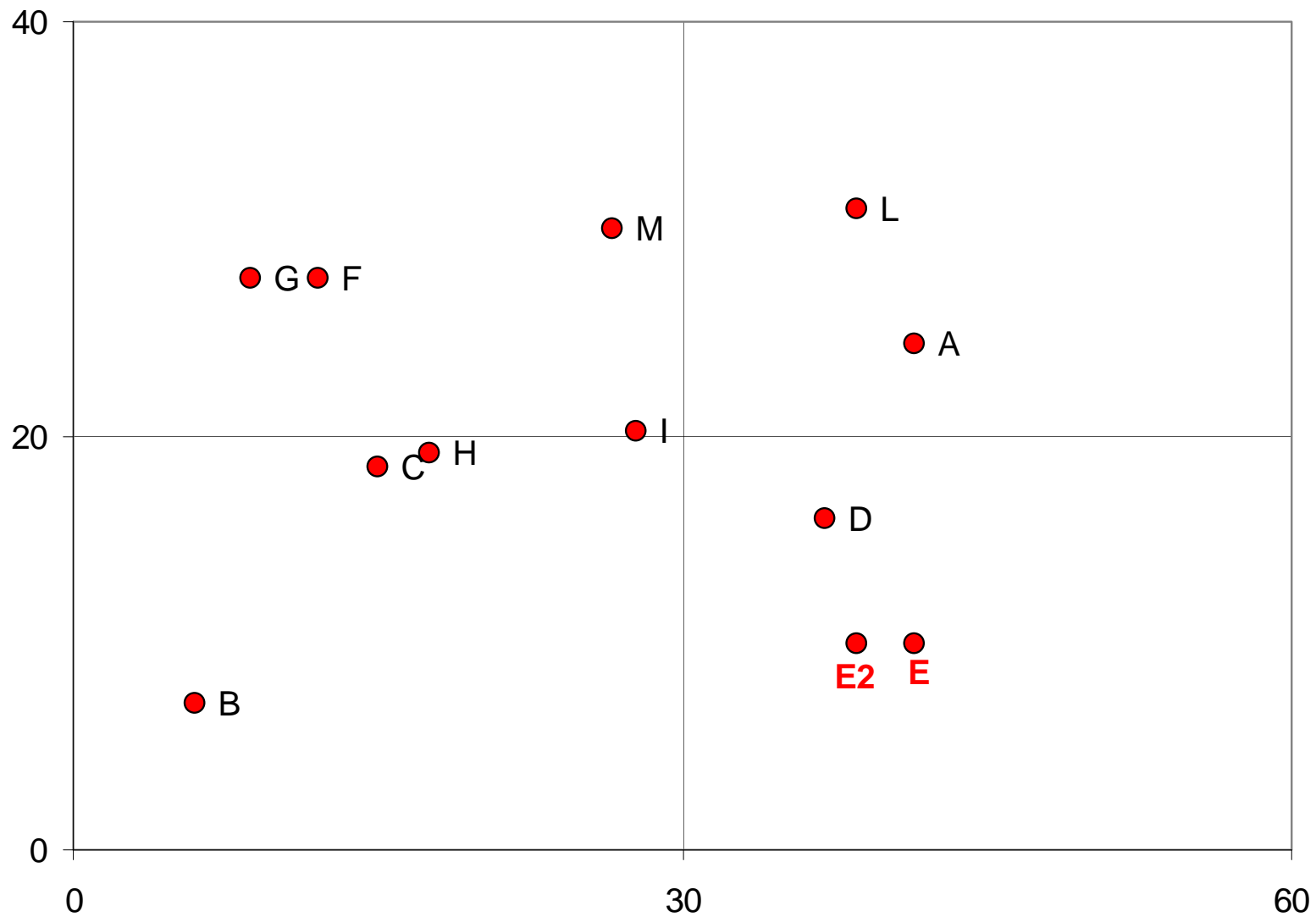


Research studies on rapid methods:

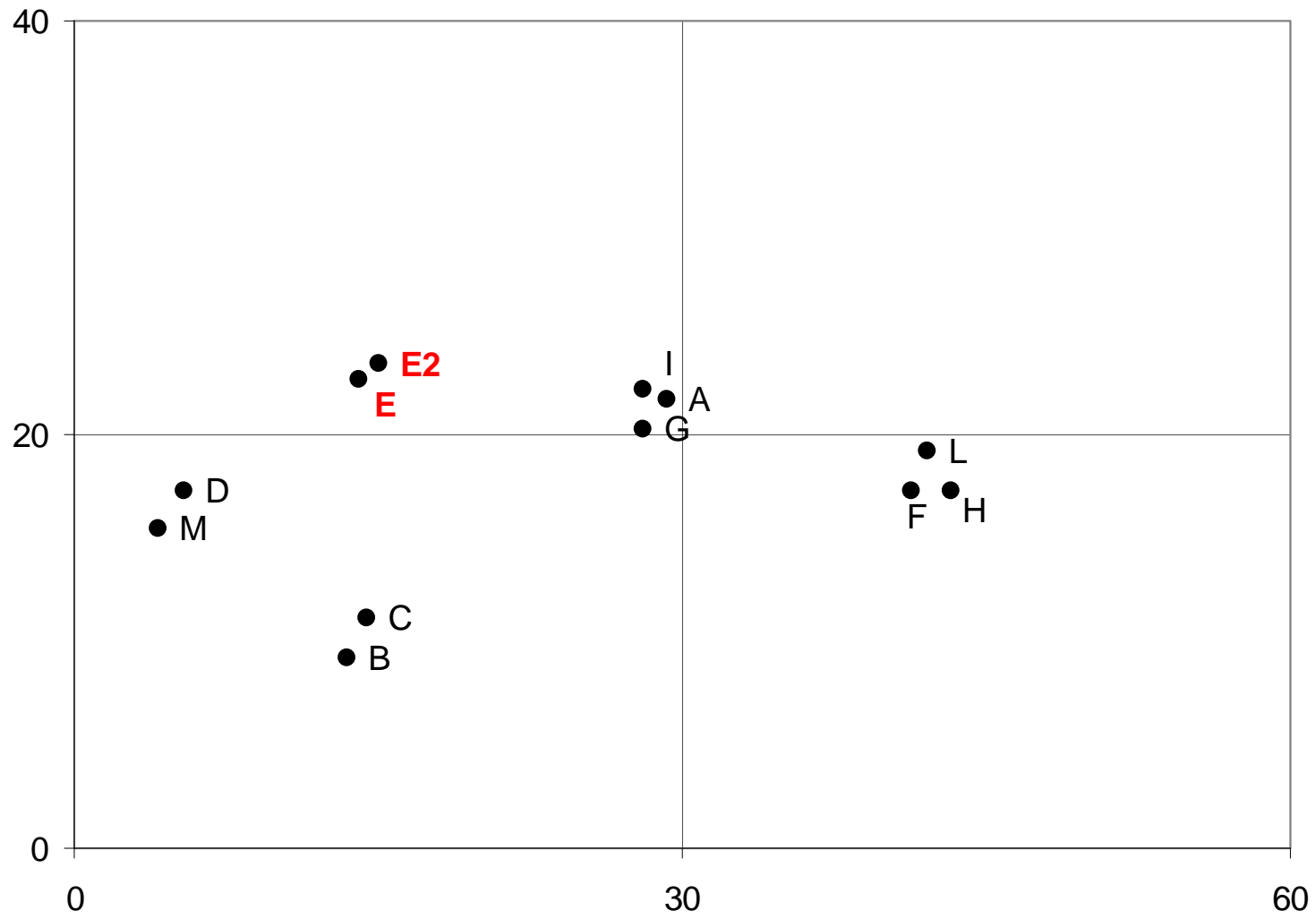
Focus on individual differences among consumers

Consumer study on wine

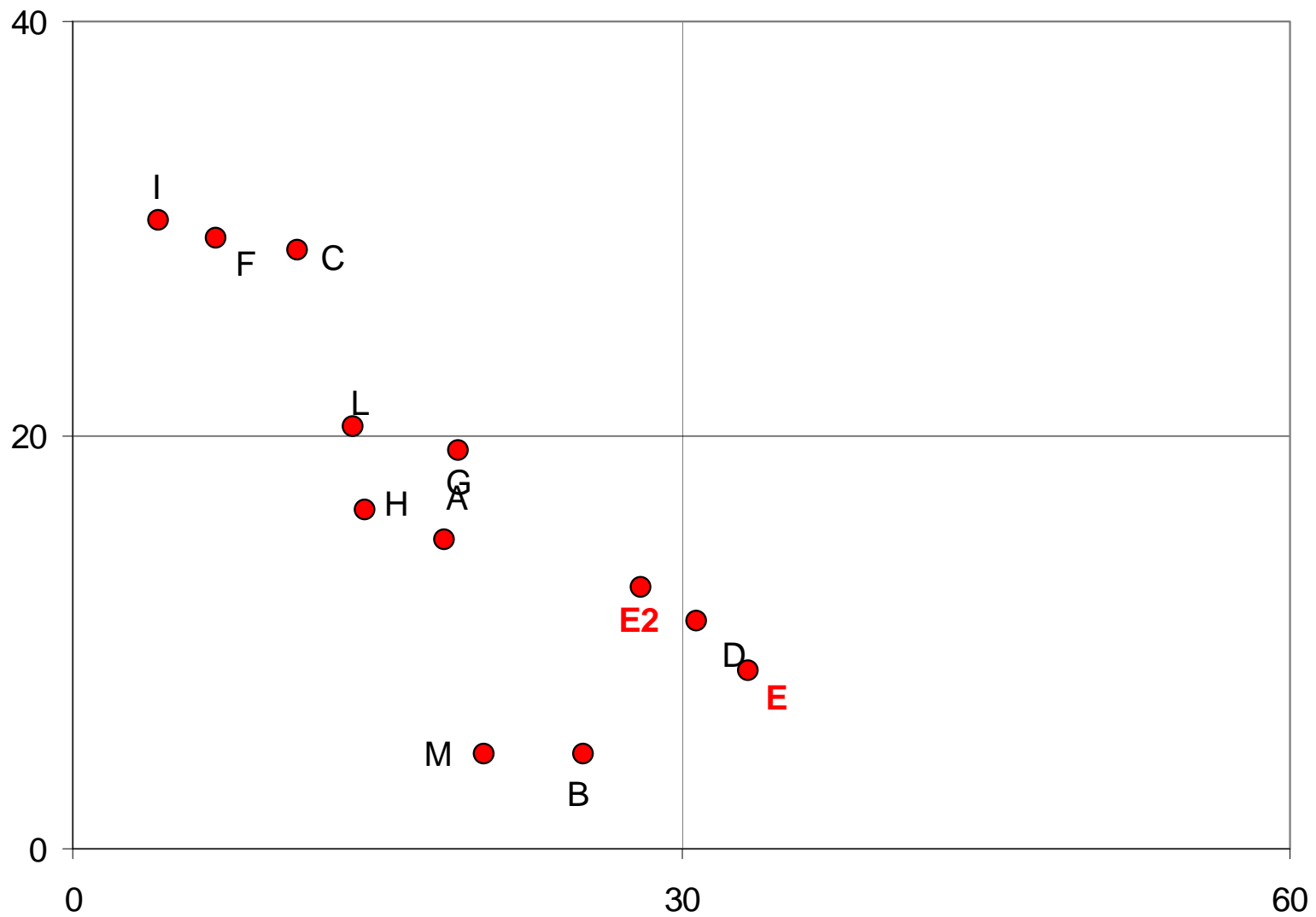
Individual map from Subj.n° 60: a good example

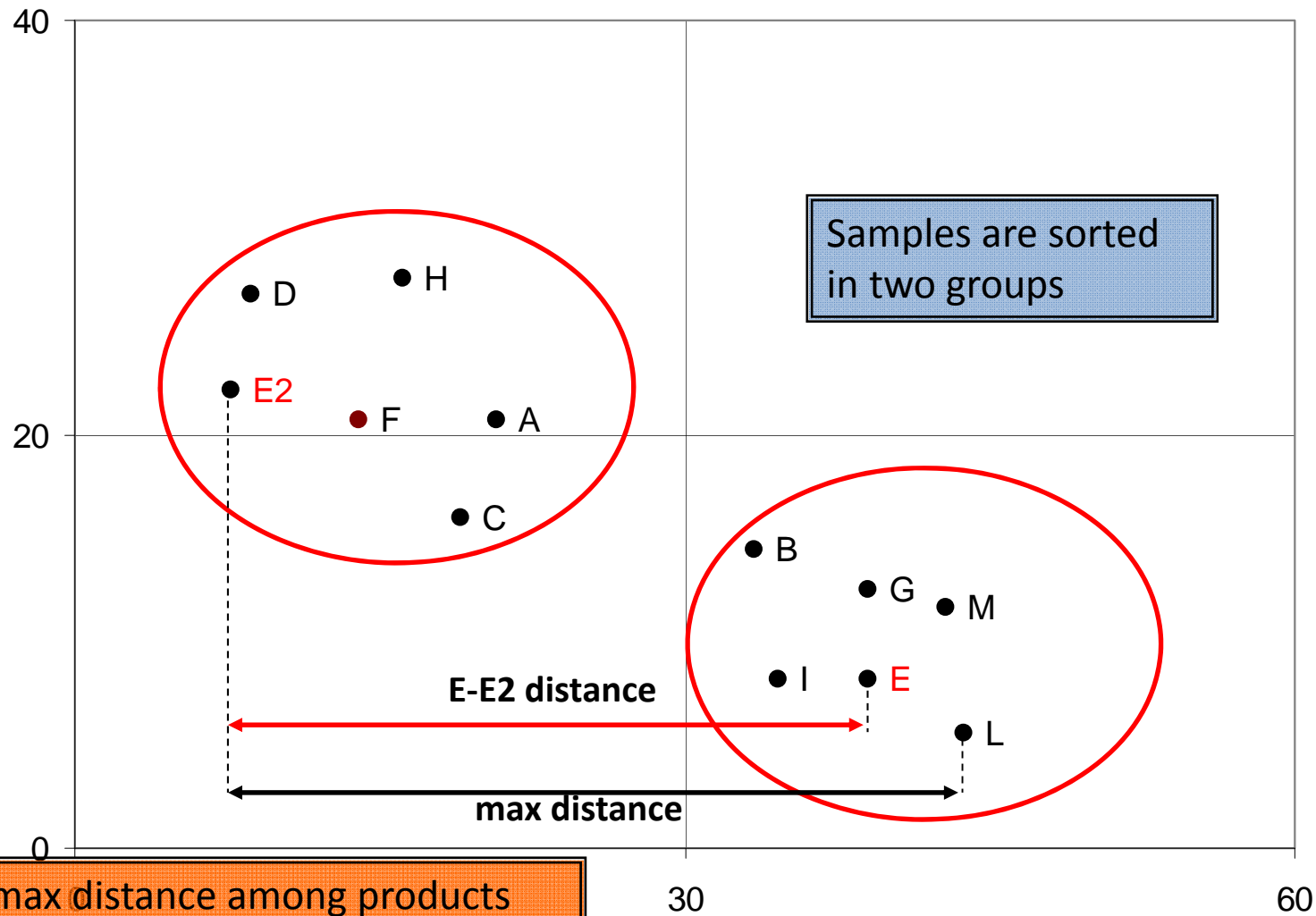


Subj. 26



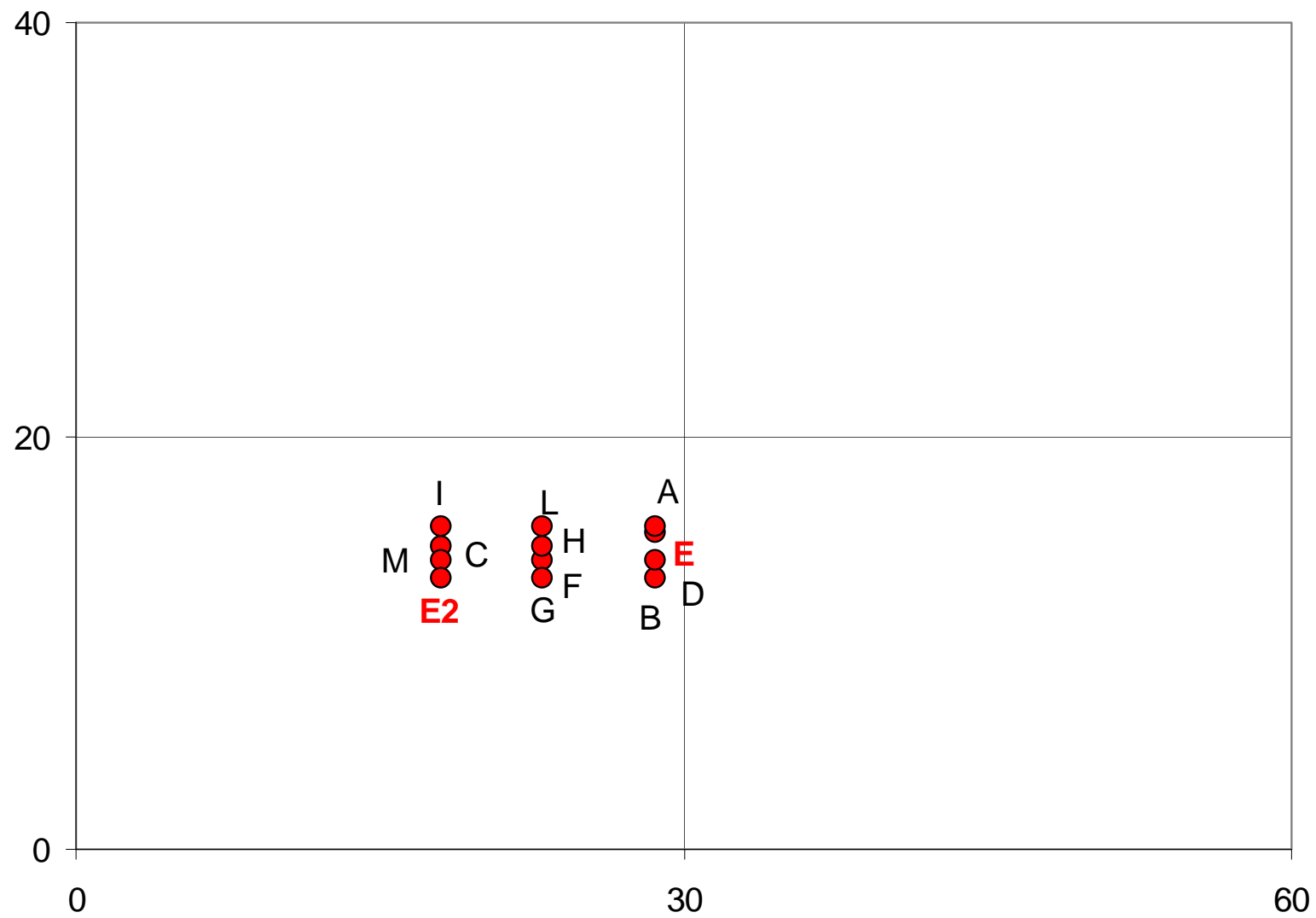
Subj. 70





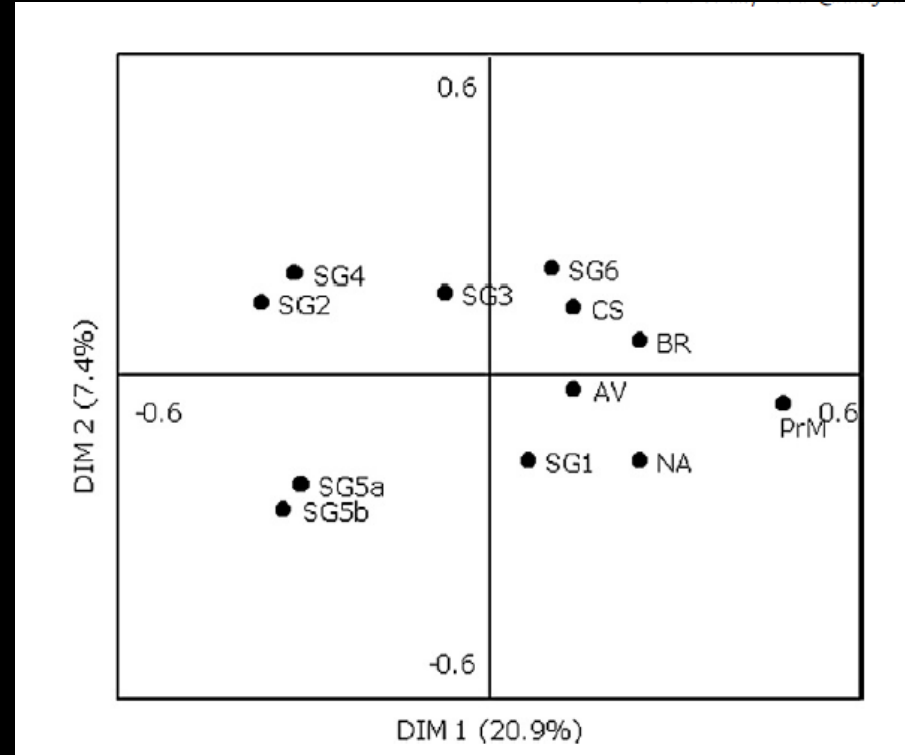
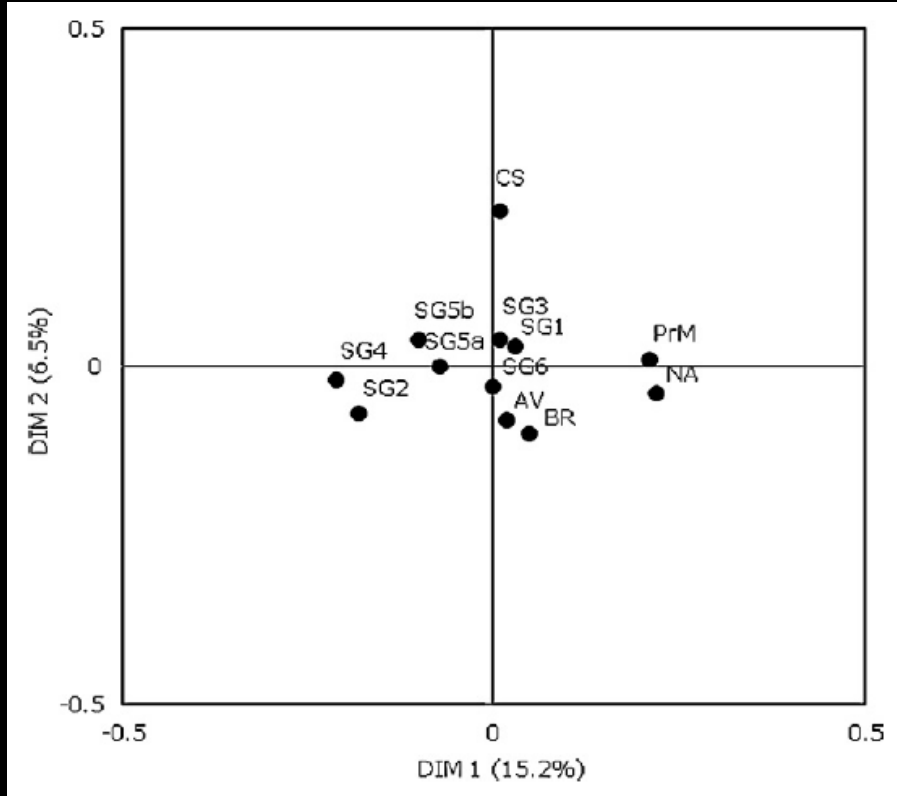
the max distance among products is similar to the distance between the replicated sample

Subj. 59: a very poor positioning



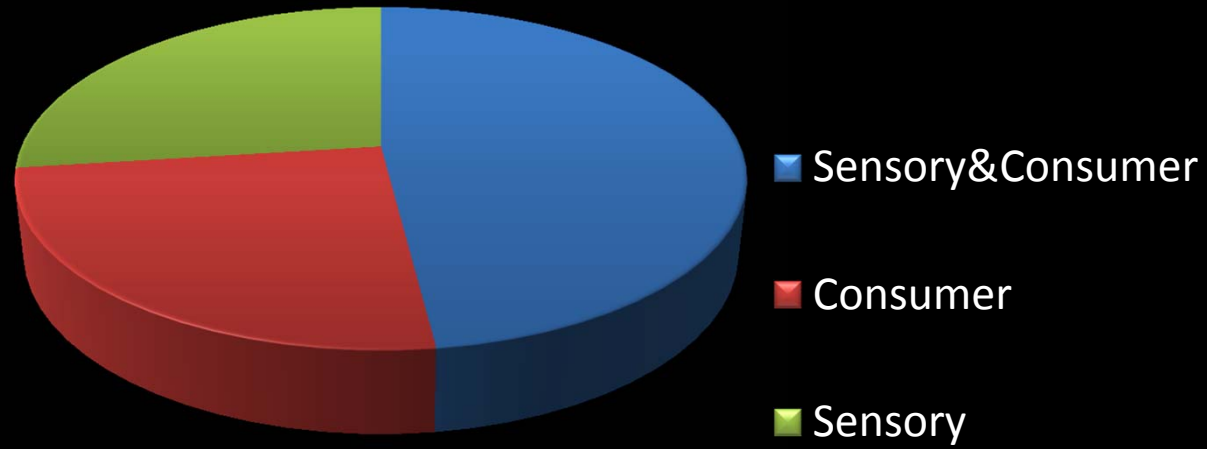
Research studies on rapid methods: Involvement scale for consumer recruitment

L. Torri et al./ Food Quality and Preference 29 (2013) 6–15



High involvement

Papers (%) presented at Eurosense, Berne 2013



Rapid methods
Pivot profile

New methods

TDS
Flash Analysis

CATA
Polarised sensory positioning

Napping

Free Sort

New methods: the TDS case



Temporal Dominance of Sensations: Construction of the TDS curves and comparison with time-intensity

N. Pineau^{a,b,1}, P. Schlich^{a,*}, S. Cordelle^a, C. Mathonnière^a, S. Issanchou^c, A. Imbert^d, M. Rogeaux^e, P. Etiévant^c, E. Köster^f

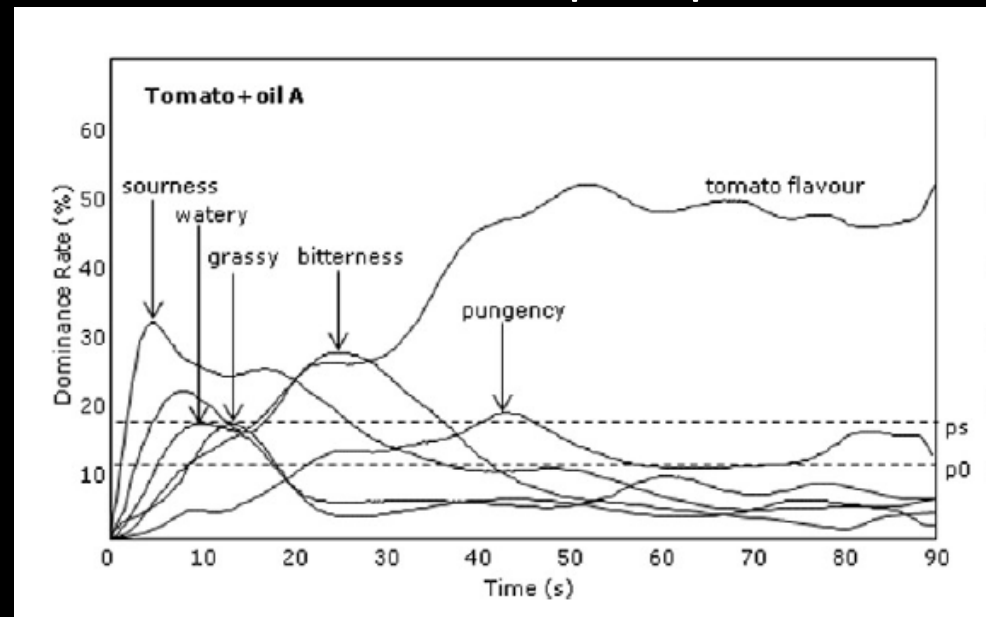
2.1.1. Notion of dominance in TDS

For the training sessions, a dominant attribute was defined as the attribute associated to the sensation catching the attention at a given time. It should be understood mostly as the new sensation popping up at a given time. Therefore, the dominant attribute is not necessarily the one with the highest intensity. For example,

The number of papers on TDS keeps growing:

The application of TDS in studies on the sensory functionality of ingredients increases

The application in studies aimed at defining the sensory properties of specific food combinations or complex product increases



New methods: the TDS case

Aspects that need to be further investigated:

More attention to the generation of the descriptive terms

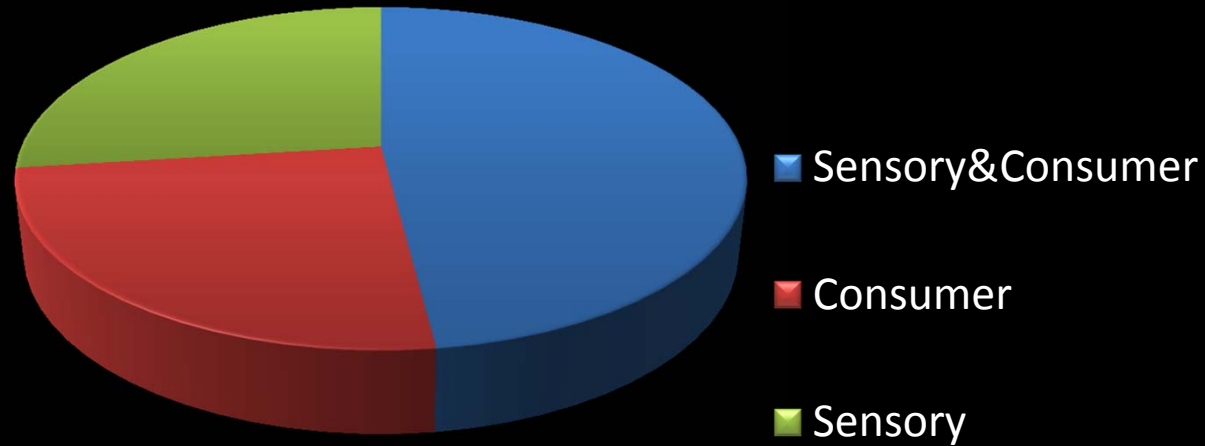
Availability of fast and easy approaches to test significant differences between products in relation to dominant attributes

Better understanding of individual variability among assessors

Role of TDS in product development and optimization

The extension of the evaluation to the consumption of the whole product

Papers (%) presented at Eurosense, Berne 2013



Natural settings

Emotions
Observation

imagined environment

eye tracking

immersive

Measuring Emotions

WHY

The need of a common lexicon for sensory and marketing to communicate

WHAT

Defining the emotional profile

HOW

Questionnaires

recent
research questions

standardized questionnaire
vs
product specific questionnaires

Emotions

Limits of standardised questionnaires:

Lack of the terms:

Emotions are not product specific

Ambiguity (words are not presented in a context):
the same term can indicate different emotions in the same language

Inappropriate translation:

translating emotions in different languages and cultures is difficult

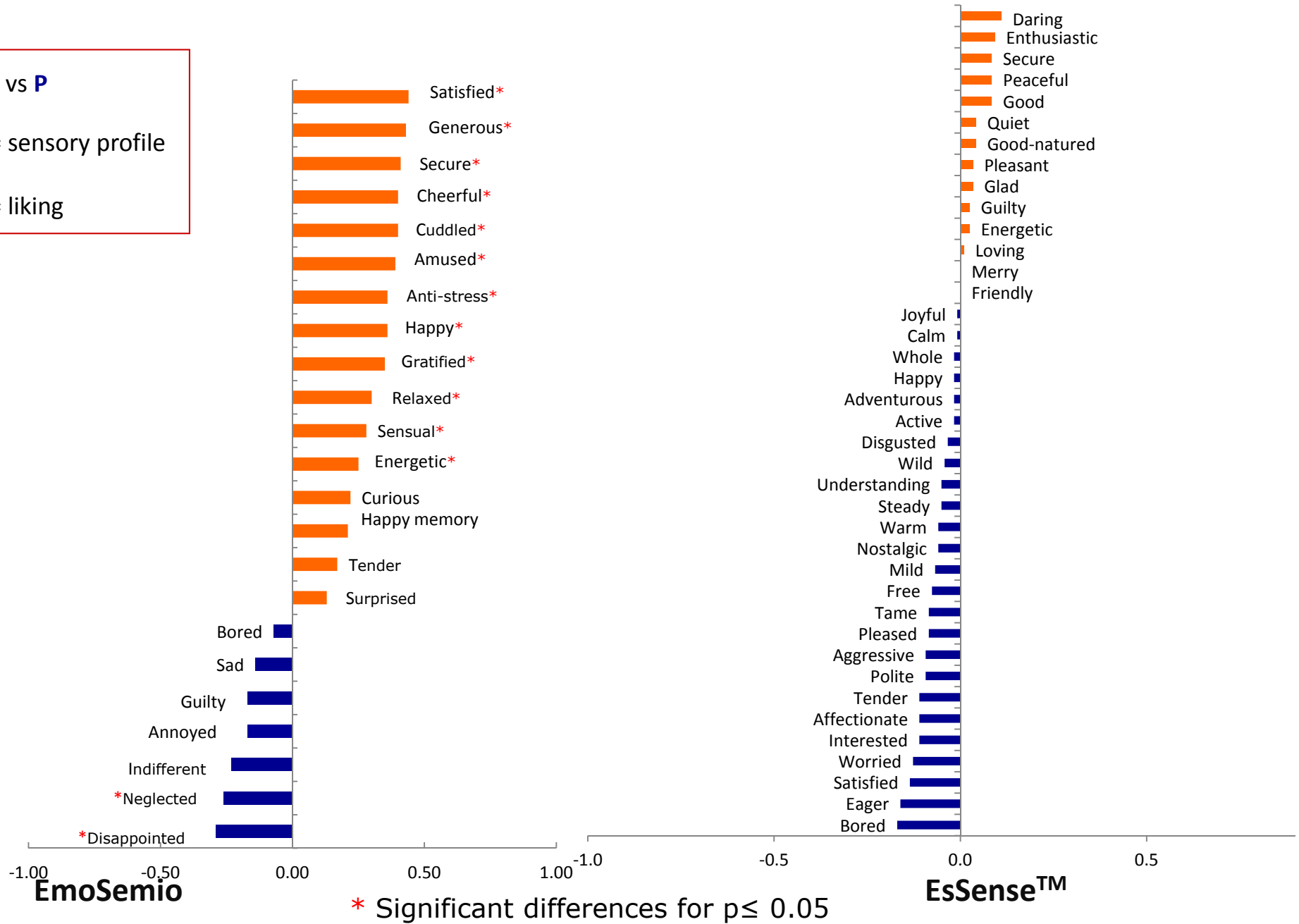
Proposed alternatives

Focus group based method on products presented blind using a master list. (Thompson et al. 2010)

RGM based method on products presented blind and branded (Ng et al. 2012; 2013; Spinelli et al. 2012)

(EMOSEMIO VS ESSENSE™) from Spinelli et al.2012

L vs P
 ≠ sensory profile
 ≠ liking




Focus on the importance of testing conditions in collecting affective consumer responses

.....from laboratory to natural settings

written scenario to evoke a consumption context in a laboratory setting (Hein et al. 2010)

Evoked consumption context using pictures (Hersleth et al. 2012)

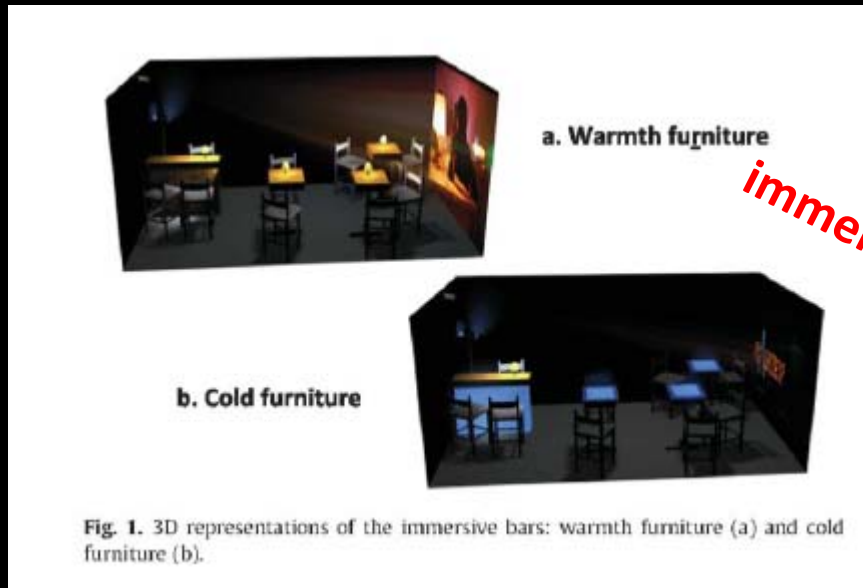


Please evaluate sample 493

Imagine a situation where you eat a meal with dry cured ham and scrambled eggs.

How much do you like or dislike this dry cured ham?

Dislike extremely Neither like nor dislike Like extremely



Food Quality and Preference 28 (2013) 23–31

Contents lists available at SciVerse ScienceDirect

Food Quality and Preference

journal homepage: www.elsevier.com/locate/foodqual

ELSEVIER

“Having a drink in a bar”: An immersive approach to explore the effects of context on drink choice

Carole Sester^{a,b,c,*}, Ophelia Deroy^d, Angela Sutan^e, Fabrice Galia^e, Jean-François Desmarchelier^f, Dominique Valentin^{a,b,c,g}, Catherine Dacremont^{a,b,c,g}

near future
focus on:
rapid methods
sensory & emotional/"feelings"
profiles
evoked & simulated
consumption contexts