



Learning to Like? Effect of Exposure

Presented by: Cindy Beeren

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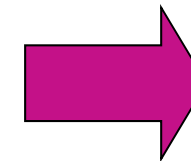
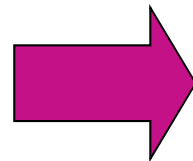
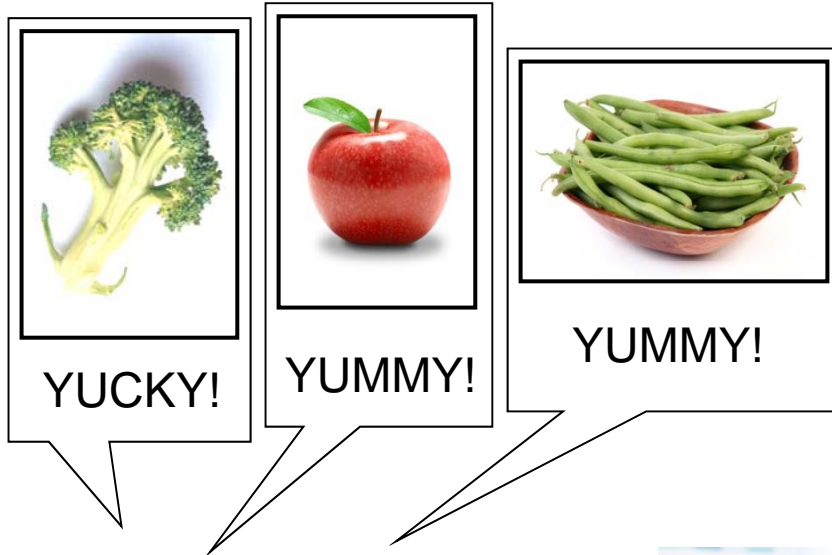
- Liking to Foods
- Fruits & Vegetables
- Novelty & Familiarity
- Food Neophobia
- Salt Reduction



- Innate likes & dislikes
 - Sweet
 - Sour(?) & Bitter
- Genetic sources
 - Sensitivity
- Experience
 - Cultural
 - Socioeconomic

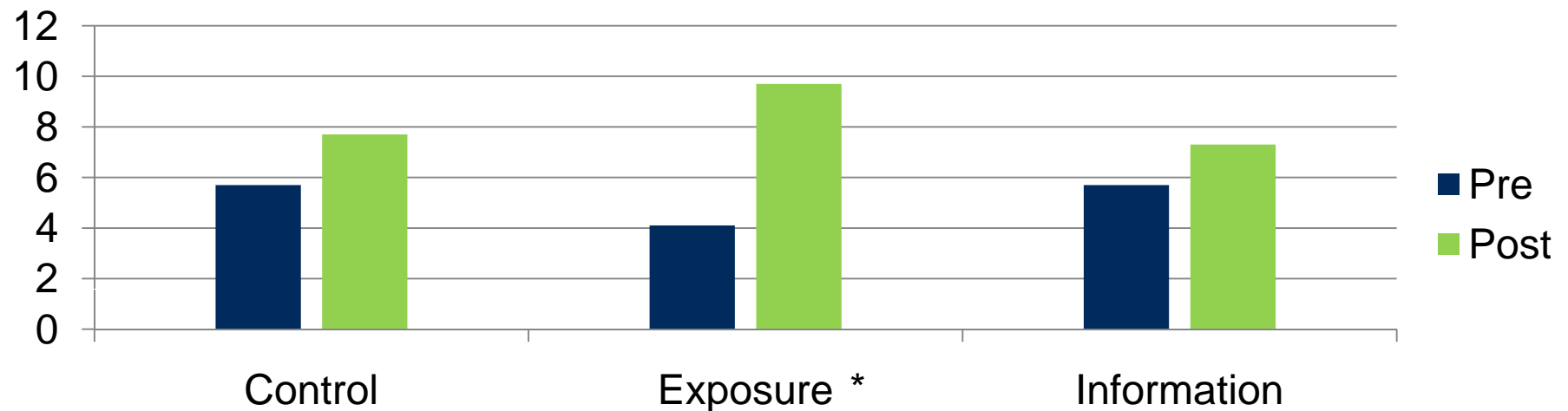


(Busick et al., 2008)



(Wardle et al., 2004)

Control	Training Exposure	Nutritional Information
Tasting game		
Consumption target vegetable		
Advice after 2 weeks	Taste target veg 14 days	5 a day + leaflet



Means Intake (g) Target Vegetable (Raw data, prior statistical analysis to transform for skewed distribution)

(Zandstra et al., 2004)



Increases certainty
safety & identity



Increases feeling of
boredom

(Sulmont-Rossé et al., 2008)



Apple &
Orange Blossom



Melon &
Anise



Tamarind
Juice



Apple &
Verbena

(Hetherington et al., 2002)

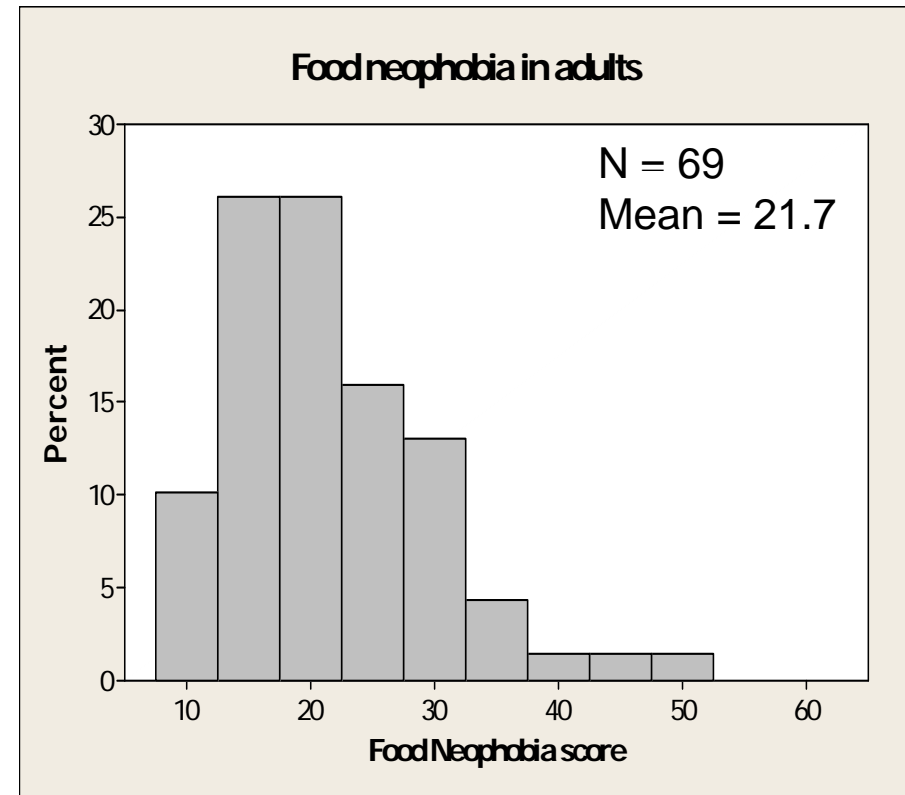
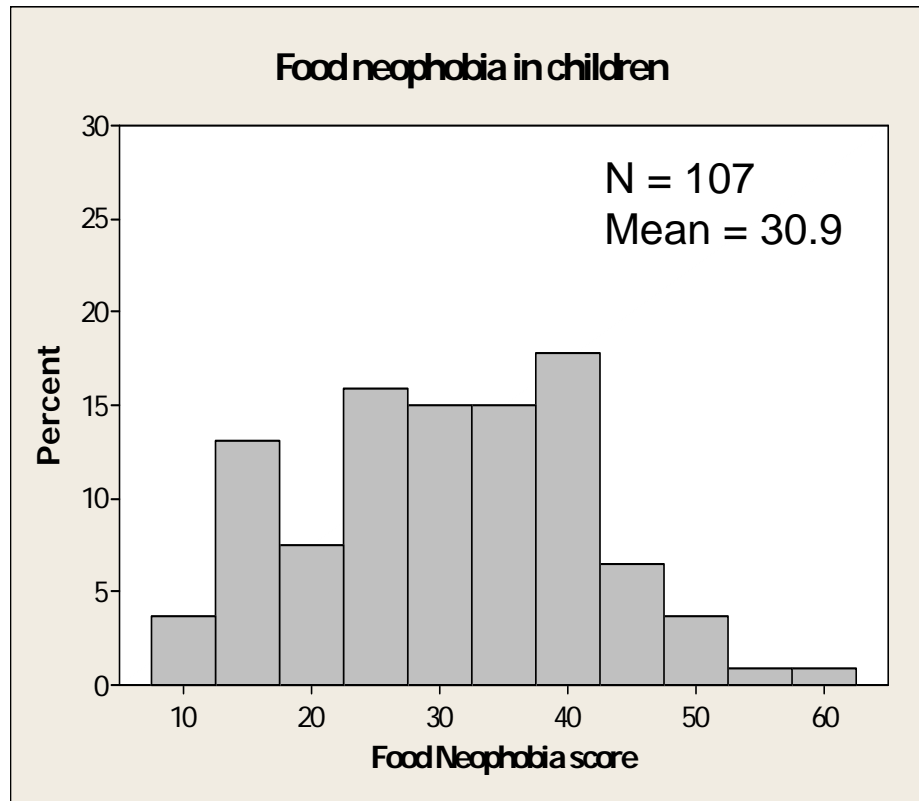


Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

www.sensorysociety.org

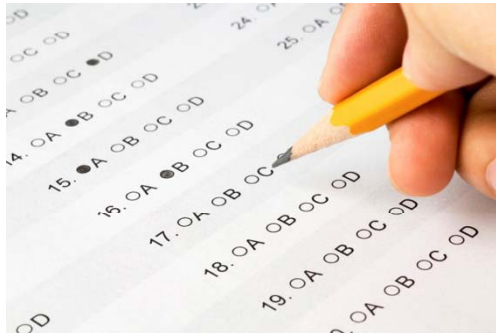
- Aversion to trying new foods
- Influenced by various factors
- 3 groups:
 - Neophilic
 - Neutral
 - Neophobic
- Classification using the Food Neophobia Scale (FNS) (Pliner and Hobden, 1992)





Histograms showing neophobia in adults and children

(Tuorila et al., 1994)



Neophobics Neophillics



No Info

Product names

Descriptions & Use





	Familiar	Novel
Simple	3x	3x
Complex	3x	3x



- Using change in preference by exposure
- Rate and degree dependent on food type
- Greater reductions in foods with higher initial content
- Adjustment period 6 wks – 6 months



- Common purchase of fruits and vegetables at home likely to increase liking of these foods by children
- Exposure to vegetables liked moderately-low increases liking and intake
- **Unfamiliar** drinks were liked more after repeated exposure
- Liking towards bread & butter (**staple foods**) remains similar after exposure
- Liking towards chocolate (**highly liked, less frequent eaten food**) decreased with exposure





- Verbal information could enhance acceptability towards novel foods
- Children with low food neophobia gave higher acceptability scores than those with high food neophobia before and after continued exposure
- Changes in preference induced by exposure can be applied to reduce salt contents in our foods

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Thank you for your time

Cindy Beeren

CBeeren@leatherheadfood.com