

Pangborn 2019

13th Pangborn
Sensory Science
Symposium



28 July – 1 August 2019 • Edinburgh International Conference Centre (EICC) • Edinburgh, Scotland

Correct as of 15th May 2019

Sunday, 28 July, 2019	
09:00-19:30	Registration <i>Room: Strathblane Hall</i>
10:00-13:00	ECR Seminar Please see separate programme for the details of this seminar <i>Room: Moorfoot</i>
11:30-14:00	Walking tours of city
What will the future look like and how do we rise to the challenge?	
14:30-15:00	Opening session of 13th Pangborn Sensory Science Symposium Conference co-chairs: Joanne Hort, Massey University, New Zealand David Lyon, Firmenich, UK Cindy Beeren, Leatherhead Food Research UK <i>Room: Pentland Suite</i>
15:00-16:00	[K01] Collective learning: Sharing insights for innovation Mikel Cirkus, Firmenich, USA <i>Room: Pentland Suite</i>
16:00-16:40	Refreshment break <i>Room: Lennox Suite</i>
16:40-17:40	[K02] What does the future look like for sensory and consumer science: the opinion of experts in the field Nathalie Martin, Nestle, Switzerland <i>Room: Pentland Suite</i>
17:40-17:50	Welcome to Scotland David Thomson, MMR, UK <i>Room: Pentland Suite</i>
17:50-19:30	Welcome reception <i>Room: Lennox Suite</i>
Monday, 29 July, 2019	
What generational, lifestyle , cultural issues are we facing?	
Session chair: Sara Jaegar, Plant & Food Research Ltd, New Zealand	
08:30-09:15	[PLN01] Effects of neurodegenerative disease on sensory function in the brain: Focus on Alzheimer's disease and Down syndrome Claire Murphy, San Diego State University, USA <i>Room: Pentland Suite</i>
09:15-10:00	[PLN02] What's in a need? Maduran Wikneshwaran, Dyson, UK <i>Room: Pentland Suite</i>
10:00-10:40	Refreshment break <i>Room: Lennox Suite</i>



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10:40-12:40	Session 1 Emotions	Session 2 Lifestages	Workshop 1 Sensory science as the bridge between consumer behaviour, nutrition and health	Workshop 2 Sensing future packaging	Learnshop 1 Demystifying qualitative sensory research
	<i>Room: Pentland</i>	<i>Room: Sidlaw</i>	<i>Room: Fintry</i>	<i>Room: Tinto</i>	<i>Room: Lowther</i>
	<p>Session chairs: Gaston Ares, Universidad de la Republica, Uruguay</p> <p>Sophie Raviot, Coty Geneva Sarl Versoix, Switzerland</p>	<p>Session chairs: Lisa Methven, University of Reading, UK</p> <p>Sylvie Issanchou, INRA, France</p>			
10:40-11:00	<p>O1.1 Sensory drivers of product-elicited emotions: Insights from 11 studies using different methodological approaches</p> <p><u>Sara Jaeger</u>¹, Sara Spinelli², Gaston Ares³, Erminio Monteleone²</p> <p>¹The New Zealand Institute for Plant & Food Research Ltd, New Zealand. ²University of Florence, Italy. ³Universidad de la República, Uruguay</p>	<p>O2.1 Food texture versus eating capability: What drives oral processing and difficulty perception in older adults?</p> <p>Laura Laguna^{1,2}, Marion M. Hetherington¹, <u>Anwasha Sarkar</u>¹</p> <p>¹University of Leeds, United Kingdom. ²Institute of Agrochemistry and Food Technology (IATA, CSIC), Spain</p>	<p><u>Ciaran Forde</u>¹, <u>Kees DeGraaf</u>², <u>Nikos Pagidas</u>³, <u>Robin Dando</u>⁴</p> <p>¹Clinical Nutrition Research Center, Singapore Institute for Clinical Sciences / National University of Singapore, Singapore. ²Wageningen University, Netherlands. ³Kerry Taste and Nutrition (Europe and Russia), Ireland. ⁴Cornell University, USA</p>	<p><u>Qian Yang</u>^{1,2,3}, <u>Carol Raithatha</u>^{4,2,3}, <u>Obrien Sim</u>¹, <u>Greg Simmonds</u>⁵, <u>Sanjay Patel</u>⁶, <u>Stella Lignou</u>^{2,7}, <u>Christine Barnagaud</u>^{2,8}</p> <p>¹University of Nottingham, United Kingdom. ²Institute of Food Science and Technology (IFST) Sensory Science Group (SSG), United Kingdom. ³Society of Chemical Industry (SCI) Food Group, United Kingdom. ⁴Carol Raithatha Limited, United Kingdom. ⁵Sainsbury's Supermarkets, United Kingdom. ⁶The Packaging Collective, United Kingdom. ⁷University of Reading, United Kingdom. ⁸MMR Research Worldwide, United Kingdom</p>	<p><u>Darla Hall</u>¹, Nancy Peper², <u>Clare Dus</u>³</p> <p>¹Research Vibe, LLC, USA. ²McCormick & Co., Inc., USA. ³Sensory Spectrum, Inc., USA</p>
11:00-11:20	<p>O1.2 Use of different test conditions to better understand the emotional responses to samples provided from consumers</p> <p><u>Thierry Worch</u>¹, Fiorella Sinesio², Elisabetta Monetta², Silvia Abbà³, Lise Dreyfuss⁴, Jean McEwan⁵, Christelle Porcherot-Lassalette⁶</p> <p>¹Qi Statistics Ltd, United Kingdom. ²CREA -</p>	<p>O2.2 Application of the Check-All-That-Apply (CATA) method to explore sensory perception in children with different degrees of food neophobia</p> <p>Pernilla Sandvik¹, Valérie L. Almlí², <u>Begoña Alfaro</u>³, Hannah Jilani^{4,5}, Monica Laureati⁶, Lisa Methven⁷, Mari Sandell⁸, Marlies Wallner⁹, Gertrude Zeinstra¹⁰</p>			



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	Research Centre for Food and Nutrition, Italy. ³ Adacta International, Italy. ⁴ Biofortis, France. ⁵ Jean A McEwan Consulting, United Kingdom. ⁶ Firmenich, Switzerland	¹ Uppsala University, Sweden. ² Nofima, Norway. ³ AZTI, Spain. ⁴ Leibniz-Institute for Prevention Research and Epidemiology –BIPS, Germany. ⁵ University of Bremen, Germany. ⁶ University of Milan, Italy. ⁷ University of Reading, United Kingdom. ⁸ University of Turku, Finland. ⁹ University of Applied Sciences, Austria. ¹⁰ Wageningen Food & Biobased Research, Netherlands			
11:20-11:40	O1.3 Facial expressions and food preference <u>Johannes H.F. Bult</u> ¹ , J.W.H. Tangelder ² , R.M.A.J. Ruijschop ³ , T. Heffelaar ⁴ , T.M. den Uyl ² , A. Spink ⁴ ¹ Applegg, Netherlands. ² VicarVision, Netherlands. ³ NIZO, Netherlands. ⁴ Noldus Information Technology, Netherlands	O2.3 Ageing, multi-sensory impairment and food behaviour in Italian samples Maria Pina Concas ¹ , Antonietta Robino ¹ , Eulalia Catamo ¹ , Giorgia Giroto ² , Marco Brumat ² , Massimo Mezzavilla ¹ , <u>Paolo Gasparini</u> ^{1,2} ¹ Institute for Maternal and Child Health – IRCCS “Burlo Garofolo”, Italy. ² University of Trieste, Italy			
11:40-12:00	O1.4 “App-take” influence in emotions during wine purchasing <u>Laura Laguna</u> , Arantxa Rizo, Adrián Bartú, Amparo Tárrega Institute of Agrochemistry and Food Technology (IATA, CSIC), Spain	O2.4 School children cooking and eating insects as part of a teaching program - effects of cooking, insect type, exposure and food neophobia Michael Bom Frøst, Reisy Rizki Riantiningtyas, <u>Michael Frøst</u> University of Copenhagen, Denmark			



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<p>12:00-12:20</p>	<p>O1.5 Comparative study on the role of mixed reality on affective drivers of tea break snack choices <u>Julia Low</u>¹, Vivian Li², Liang Jun Yeon², Joanne Hort¹ ¹Massey University, New Zealand. ²Singapore Institute of Technology, Singapore</p>	<p>O2.5 Correlates of bitter, sweet, salty and umami taste thresholds in European children: Role of sex, age, country and weight status - the IDEFICS Study <u>Hannah Jilani</u>^{1,2}, Timm Intemann^{1,2}, Kirsten Buchecker³, Hadjigeorgiou Charalambos⁴, Francesco Gianfagna⁵, Stefaan De Henauw⁶, Fabio Lauria⁷, Dénes Molnar⁸, Luis A. Moreno⁹, Antje Hebestreit¹ ¹Leibniz-Institute for Prevention Research and Epidemiology - BIPS, Germany. ²University of Bremen, Germany. ³TTZ, Germany. ⁴Research and Education Institute of Child Health, Cyprus. ⁵IRCCS Istituto Neurologico Mediterraneo NEUROMED, Italy. ⁶Ghent University, Belgium. ⁷National Research Council, Italy. ⁸University of Pécs, Hungary. ⁹University of Zaragoza, Spain</p>			
<p>12:20-12:40</p>	<p>O1.6 Do you trust your bank? Olfactory priming affects trust in a bank service <u>Mathieu Pinelli</u>¹, Caroline Cuny¹, Julien Grobert², Marianela Fornerino¹ ¹Grenoble Ecole de Management, France. ²Toulouse Ecole de management, France</p>	<p>O2.6 Does the temporal in-mouth texture quality of African indigenous/locally available complementary porridge samples match the oromotor readiness of infants and young children? <u>James Makame</u>, Naushad, M Emmambux, Tanita Cronje, Riette, HL Dekock University of Pretoria, South Africa</p>			



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12.40-14.10	Lunch Room: Cromdale Hall Note: An Elsevier author workshop will be held from 13:30-14:00. All interested delegates are welcome to attend Room: Tinto				
14:10-16:10	Session 3 Health, lifestyle and wellbeing	Session 4 Cross-cultures	Flash posters I	Workshop 3 The person in the place: Exploring the eating experience	Learnshop 2 Free the spirit: How to bring the foundational role of sensory into successful brand building – A case study on single malt scotch whiskies
	Room: Pentland	Room: Sidlaw	Room: Fintry	Room: Tinto	Room: Lowther
	Session chairs: Betina Piqueras-Fisman, Wageningen University, Netherlands Riette DeKock, University of Pretoria, South Africa	Session chairs: Anne Goldman, ACCE International, Canada Martha Skinner, University of Nottingham, UK	Session chair: Pascal Schlich, INRA, France		
14:10-14:30	O3.1 Well-being and feeling good: exploring consumers' associations across different cultures and product markets Claire Sulmont-Rossé ¹ , Anne Hasted ² , Valérie L. Almlí ³ , Henriëtte L. de Kock ⁴ , Jean A McEwan ⁵ , <u>Martin Kern</u> ⁶ , Hannelize van Zyl ⁷ ¹ AgroSup Dijon, France. ² Qi-Statistics Penhales House, United Kingdom. ³ Nofima AS, Norway. ⁴ University of Pretoria, South Africa. ⁵ Jean A McEwan Consulting, United Kingdom. ⁶ Eurofins SAM Sensory and Marketing International, Germany. ⁷ Heineken	O4.1 A pilot study on Chinese taste vocabulary and its comparison to European languages: Culture differences of sweet as an example <u>Jeannette Nuessli Guth</u> ¹ , Maren Runte ² ¹ ETH Zurich, Switzerland. ² ZHAW, Switzerland		Jeannine Delwiche ^{1,2} , Chris Simons ³ , <u>Chris Findlay</u> ⁴ ¹ Brock University, Canada. ² Tasting Science LLC, USA. ³ Ohio State University, USA. ⁴ Compusense, Canada	David Thomson ^{1,2} , James Rogerson ² , <u>Joe Goyder</u> ³ , <u>Toby Coates</u> ³ , <u>Christine Barnagaud</u> ⁴ , <u>Valerie Mialon</u> ⁵ ¹ MMR Research, United Kingdom. ² Annandale Distillery, United Kingdom. ³ HUXLY Global, United Kingdom. ⁴ MMR Research, United Kingdom. ⁵ MMR Research, USA



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	Supply Chain, Netherlands				
14:30- 14:50	<p>O3.2 Cooking a meal at home: The impact of contextual elements in culinary decision Sarah Bastien^{1,2}, Mariette Sicard², Jean-Jacques Boutaud¹, Clémentine Hugol-Gential¹ ¹Université de Bourgogne, France. ²Food Science SEB Group, France</p>	<p>O4.2 Cross-cultural differences of oral tactile acuity, PROP sensitivity and fungiform papillae density among Chinese and Danish consumers Jing Liu¹, Camilla Cattaneo², Anne Bech³, Wender Bredie¹ ¹University of Copenhagen, Denmark. ²University of Milan, Italy. ³Arla Foods, Denmark</p>			
14:50- 15:10	<p>O3.3 Link gustatory sensitivities to consumption of hedonic food by fitting bi-directional psychometric functions Rachel Ginieis¹, Russell Keast², Tracy Perry¹, Indrawati Oey¹, Mei Peng¹ ¹University of Otago , New Zealand. ²Deakin University, Australia</p>	<p>O4.3 Examining global texture and flavor preference segments Janette Pool Pepsico, USA</p>			
15:10- 15:30	<p>O3.4 Using sensory cues to optimise the satiety value of a reduced-calorie “Healthier Choice” product Keri McCrickerd, Priscilla Tay, Claudia Tang, Ciarán Forde A*STAR , Singapore</p>	<p>O4.4 Harmonizing sensory programs around the world: Strategies for balancing structure and flexibility in a global environment Annlyse Krogmann, Bob Baron, Lee Stapleton, Clare Dus, Katie Osdoba Sensory Spectrum, USA</p>			
15:30- 15:50	<p>O3.5 Individual differences underlying satiation, food intake, and liking in semisolid foods</p>	<p>O4.5 Mental representation and unfamiliar food: Influence of regional culture and geographical distances</p>			



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	<p>Paula Varela¹, Ana Carolina Mosca², Quoc Cuong Nguyen¹, Anne Hasted³, Jean A. McEwan⁴, Ingunn Berget¹</p> <p>¹Nofima, Norway. ²Wageningen University, Netherlands. ³QI Statistics Ltd, United Kingdom. ⁴Jean A McEwan Consulting, United Kingdom</p>	<p>Antonio Bisconsin-Junior^{1,2}, Heber Rodrigues¹, Rosires Deliza³, Jorge H. Behrens¹, Lilian R. B. Mariutti¹</p> <p>¹University of Campinas, Brazil. ²Federal Institute of Rondônia, Brazil. ³EMBRAPA Agroindústria de Alimentos, Brazil</p>			
15:50-16:10	<p>O3.6 Food acceptance and taste sensitivity in children with cancer</p> <p>Annemarie Olsen^{1,2}, Isabella Taarnby^{1,2}, Karin Kok², Christian Mølgaard¹, <u>Annemarie Olsen¹</u></p> <p>¹University of Copenhagen, Denmark. ²The Nutrition Unit, Denmark</p>	<p>O4.6 A gritty story: Explaining variability in detection thresholds of microscopic particles by food properties and consumer characteristics</p> <p><u>Marco Santagiuliana¹</u>, Inés Sampedro Marigómez¹, Layla Broers¹, John E. Hayes², Betina Piqueras-Fizman¹, Elke Scholten¹, Markus Stieger¹</p> <p>¹Wageningen University & Research, Netherlands. ²Pennsylvania State University, USA</p>			
16:10-18:00	<p>Poster session I and refreshments <i>Room: Lennox Suite</i></p>				
<p>Tuesday, 30 July, 2019</p> <p>What does the future mean for our fundamental understanding of perception?</p>					
<p>Session chair: Connor Delahunty, Symrise, Singapore</p>					
08:30-09:15	<p>[PLN03] Augmented and virtual flavours</p> <p>Nimesha Ranainghe, University of Maine, USA <i>Room: Pentland Suite</i></p>				
09:15-10:00	<p>[PLN04] From perception to motivation</p> <p>Betina Piqueras-Fizman, Wageningen University & Research, Netherlands <i>Room: Pentland Suite</i></p>				
10:00-10:45	<p>[PLN05] The role of the gut in the development of flavour preferences</p> <p>Maria Veldhuizen, Yale University, USA</p>				



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	<i>Room: Pentland Suite</i>				
10:45-11:25	Refreshments <i>Room: Lennox Suite</i>				
11:25-13:05	Session 5 Digital opportunities and big data	Session 6 Fundamentals of perception I	Workshop 4 Context in product evaluation	Workshop 5 Revisiting the paired comparisons test	Learnshop 3 Sensechecking – new approaches for measuring tactile acuity
	<i>Room: Pentland</i>	<i>Room: Sidlaw</i>	<i>Room: Fintry</i>	<i>Room: Tinto</i>	<i>Room: Lowther</i>
	Session chairs: David Lyon, Firmenich UK Ltd, UK Thierry Worch, Qi Statistics, UK	Session chairs: Jeanine Delwiche, Tasting Science, USA Sara Spinelli, Universita Degli Studi Firenze, Italy			
11:25-11:45	O5.1 The Digital Era.....how it's changed the way we don't think about things and how this has changed research! <u>David Thomson</u> MMR Research Worldwide, United Kingdom	O6.1 Are all thermal tasters created equal? <u>Margaret Thibodeau</u> ¹ , <u>Martha Bajec</u> ² , <u>Anthony Saliba</u> ^{3,4} , <u>Gary Pickering</u> ^{1,5,3,6} ¹ Brock University, Canada. ² Applied Consumer and Clinical Evaluations International, Canada. ³ Charles Sturt University, Australia. ⁴ Graham Centre for Agricultural Innovation, Australia. ⁵ Cool Climate Oenology and Viticulture Institute, Canada. ⁶ University of the Sunshine Coast, Australia	<u>Herbert Meiselman</u> ¹ , <u>Sara Jaeger</u> ² , <u>Davide Giacalone</u> ³ , <u>Betina Piqueras-Fiszman</u> ⁴ , <u>Agnes Giboreau</u> ⁵ , <u>Christina Hartmann</u> ⁶ , <u>David Thomson</u> ⁷ ¹ Herb Meiselman Training and Consulting, USA. ² Plant and Food Research, New Zealand. ³ University of Southern Denmark, Denmark. ⁴ Wageningen University, Netherlands. ⁵ Institute Paul Bocuse, France. ⁶ ETH, Switzerland. ⁷ MMR, United Kingdom	<u>Philippe Courcoux</u> ¹ , <u>Sebastien L��</u> ² , <u>Mathieu le tertre</u> ³ , <u>Pascal Pachot</u> ⁴ , <u>Emira Mehinagic</u> ⁴ , <u>Julien Rogues</u> ⁴ ¹ ONIRIS, France. ² AGROCAMPUS OUEST, France. ³ L'OREAL, France. ⁴ DIANA PETFOOD, France	<u>Sandra S. Waehrens</u> ¹ , <u>Lisa Methven</u> ² , <u>Russell Keast</u> ³ , <u>Rebecca Ford</u> ⁴ , <u>Wender L. P. Bredie</u> ¹ ¹ University of Copenhagen, Denmark. ² University of Reading, United Kingdom. ³ Deakin University, Australia. ⁴ University of Nottingham, United Kingdom
11:45-12:05	O5.2 Fast and automated sensory analysis: Using natural language processing for descriptive lexicon development <u>Leah Hamilton</u> , <u>Jacob Lahne</u> Virginia Polytechnic Institute and State University, USA	O6.2 Greater grey matter volume and cortical thickness is associated with thermal taster phenotype <u>Sally Eldeghaidy</u> ¹ , <u>Martha Skinner</u> ¹ , <u>Timo Giesbrecht</u> ² , <u>Anna Thomas</u> ² , <u>Joanne Hort</u> ³ , <u>Susan Francis</u> ¹ ¹ University of Nottingham, United Kingdom. ² Unilever			



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		Research and Development, United Kingdom. ³ Massey University, New Zealand			
12:05-12:25	<p>O5.3 Sharing a flavor experience in social media: Exploring attitudes and motivations to consume plant-based products Giovanna Paiosin¹, Carlos Gómez-Corona², Hoa NGUYEN³ ¹Firmenich SA, Brazil. ²Firmenich SA, Mexico. ³Firmenich SA, Switzerland</p>	<p>O6.3 Sweet Liking Status and PROP Taster Status impact emotional response to sweetened beverage Qian Yang¹, Micaela Kraft¹, Yuchi Shen¹, Hal Macfie^{2,1}, Rebecca Ford¹ ¹University of Nottingham, United Kingdom. ²Hal MacFie Sensory Training Ltd, United Kingdom</p>			
12:25-12:45	<p>O5.4 Pairing flavors in social media. Why an Instagram image worth more than a thousand twitter words Araceli Arellano-Covarrubias¹, Carlos Gómez-Corona², Paula Varela³, Héctor Bernardo Escalona-Buendía¹ ¹Universidad Autónoma Metropolitana, Mexico. ²XOC estudio, Mexico. ³NOFIMA, Norway</p>	<p>O6.4 Temporal perception of basic tastes in coffee and correlation of the interaction of polyphenols with human salivary proteins and bitter taste receptors Rui Costa Lima¹, Célia Rocha^{1,2}, Susana Soares², Elsa Brandão², José Ribeiro^{1,2}, Nuno Mateus², Victor de Freitas², Luís Miguel Cunha² ¹Sense Test Lda., Portugal. ²University of Porto, Portugal</p>			
12:45-13:05	<p>O5.5 Straight from the mouth of people: creating a platform to deepen 'little' data and enhance big data Jacqueline Beckley¹, Greg Whittemore², Melissa Jeltema³, Jennifer Vahalik⁴ ¹The Understanding & Insight Group LLC,</p>	<p>O6.5 Electrophysiological recordings from the tongue as an objective evaluation of the gustatory sensitivity Melania Melis¹, Giorgia Sollai¹, Danilo Pani¹, Piero Cosseddu¹, Annalisa Bonfiglio¹, Roberto Crnjar¹, Beverly J Tepper², Iole Tamassini Barbarossa¹</p>			



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	USA. ² Whittemore Consulting LLC, USA. ³ M. Jeltema Consulting, USA. ⁴ U&I Collaboration LLC, USA	¹ Cagliari University, Italy. ² Rutgers University, USA			
13:05-14:15	Lunch <i>Room: Cromdale Hall</i>				
FREE AFTERNOON					



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Wednesday, 31 July, 2019					
What's new in terms of methodology and how are we adapting?					
Session chair: Cindy Beeren, Leatherhead Food Research, UK					
08:30-09:15	[PLN06] Where are we with sensory methods and where do we go? Gaston Ares, Universidad de la Republica Uruguay, Uruguay Room: Pentland Suite				
09:15-10:00	[PLN07] The future is now: A call to action on the mutation of consumer research Ludovic Depoortere, Haystack, Belgium Room: Pentland Suite				
10:00-10:40	Refreshment break Room: Lennox Suite				
10:40-12:40	Session 7 Emerging methods I	Session 8 Sensometrics	Workshop 6 ESN interactive workshop: Effect of context on perfume elicited emotions	Workshop 7 The new age of consumer research – a land of opportunity or an un-regulated Wild West?	Learnshop 4 Re-imagining sensory quality assurance: New techniques and technologies
	Room: Pentland	Room: Sidlaw	Room: Fintry	Room: Tinto	Room: Lowther
	Session chairs: Louise Hewson, Pepsico, UK John Hayes, Pennsylvania State University, USA	Session chairs: Chris Findlay, Compusense Inc, Canada Carolina Chaya, Universidad Politecnica de Madrid, Spain			
10:40-11:00	O7.1 An innovation process fit for the modern world – rapid, consumer-centric and impactful Luisa Gibbons ^{1,2} , Matthew Lintern ² ¹ Cubo Innovation, United Kingdom. ² MMR Research Worldwide, United Kingdom	O8.1 Meta-analysis of sensory and consumer data B. Thomas Carr ^{1,2} , Ruta Lesniauskas ¹ ¹ Carr Consulting, USA. ² Charles Sturt University, Australia	Christelle Porcherot ¹ , Sophie Raviot-Derrien ² , Lise Dreyfuss ³ , Sylvain Deplanque ⁴ , Sven Henneberg ⁵ , Michelle Niedziela ⁶ , Jean A McEwan ⁷ ¹ Firmenich SA, Switzerland. ² Coty inc., Switzerland. ³ Mérieux NutriSciences, France. ⁴ University of Geneva, Switzerland. ⁵ isi GmbH,	Emma Gubisch Leatherhead Food Research, United Kingdom	Lindsay Barr ¹ , Brooke Bell ² , Becky Bleibaum ^{3,4} , Matt Conyer ⁵ ¹ DraughtLab, LLC, USA. ² Goose Island, USA. ³ UC Davis Division of Continuing and Professional Education, USA. ⁴ Dragonfly SCI, Inc., USA. ⁵ DraughtLab, LLC, USA
11:00-11:20	O7.2 Does automated analysis of open comments from	O8.2 Investigating perception dynamics and uncertainty in			



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	<p>consumers allow us to get relevant results to understand their preference ? <u>Pierrick Rebenaque</u>, Hatem Ghorbel, Fabrizio Albertetti, Laure Van Gysel, Eve Danthe, Pascale Deneulin HES-SO University of Applied Sciences and Arts Western Switzerland, Switzerland</p>	<p>temporal sensory data via independent components analysis (ICA) <u>J. C. Castura</u>¹, D. N. Rutledge², A. K. Baker³, C. F. Ross³ ¹Compusense Inc., Canada. ²AgroParisTech, France. ³Washington State University, USA</p>	<p>Germany. ⁶HCD Research, USA. ⁷Consulting, United Kingdom</p>		
11:20-11:40	<p>O7.3 Simultaneous scoring of sensory difference and liking: Assessing the validity of a 2-D projective map method using relative scoring <u>Maame Yaakwaah Blay Adjei</u>¹, Ama Oduro¹, Anthony Saliba², B. Tom Carr³, Jim Hardie⁴, Hildegard Heymann⁵ ¹University of Ghana, Ghana. ²Charles Sturt University, Australia. ³Carr Consulting, USA. ⁴Ecovina, Australia. ⁵University of California, USA</p>	<p>O8.3 Segmentation of the subjects in a CATA experiment while setting aside atypical subjects <u>Fabien Llobell</u>^{1,2}, Véronique Cariou¹, Davide Giacalone³, Amaury Labenne², El Mostafa Qannari¹, Evelyne Vigneau¹ ¹StatSC, ONIRIS, INRA, France. ²Addinsoft, XLSTAT, France. ³Universiy of Southern Denmark, Denmark</p>			
11:40-12:00	<p>O7.4 Transforming local descriptive panels to a G-local panel network <u>María Elena Lozano Dieck</u>¹, Alia Dyakonova², Kyle Mclean³, Shira</p>	<p>O8.4 Psychometric assessment and consumer segmentation with the Rasch model: Applying the Partial Credit Rasch model to the 12-item Food and Beverage</p>			



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	<p>Lowenstein⁴, Euralonda Gates⁴, Julien Berchotteau⁵ ¹PepsiCo , Mexico. ²PepsiCo , Russian Federation. ³PepsiCo, USA. ⁴PepsiCo , USA. ⁵PepsiCo , United Kingdom</p>	<p>Need for Uniqueness (FBNFU) Scale Peter Ho¹, Sara R. Jaeger², Armand V. Cardello³ ¹University of Leeds, United Kingdom. ²The New Zealand Institute for Plant and Food Research Limited, New Zealand. ³A.V. Cardello Consulting and Editing Services, USA</p>			
12:00- 12:20	<p>O7.5 Using advanced text analytics tool for deeper insights in big data - A longitudinal analysis of Pangborn presentation content from 2011 to 2017 Katherine Speight¹, Ratapol Teratanavat¹, Dulce Paredes¹, Normand Peladeau² ¹Takasago International Corporation, USA. ²Provalis Research, Canada</p>	<p>O8.5 Characterizing consumer segmentation using machine learning William Russ, John Ennis The Institute for Perception, USA</p>			
12:20- 12:40	<p>O7.6 Towards digitization of taste Masha Niv The Hebrew University, Israel</p>	<p>O8.6 “I can see clearly now”: Even more effective ways to present sensory science data Lauren Rogers Freelance Sensory Scientist, United Kingdom</p>			
12:40- 14:10	<p>Lunch <i>Room: Cromdale Hall</i></p> <p>Note: The African Network for Sensory Evaluation Research (ANSWER) will hold a meeting from 13:00-14:10. All interested delegates are welcome to attend <i>Room: Ochil</i></p>				



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14:10-16:10	Session 9 Technology led methods	Session 10 Emerging methods II	Flash posters II	Workshop 8 Social media in sensory and consumer research: What do we know so far and how can we shape the future?	Learnshop 5 Consumer relevance of sensory measurements
	<i>Room: Pentland</i>	<i>Room: Sidlaw</i>	<i>Room: Fintry</i>	<i>Room: Tinto</i>	<i>Room: Lowther</i>
	Session chairs: Ludovic Depoortere, Haystack, Belgium Lauren Rogers, Consultant, UK	Session chairs: Paula Varela, Nofima, Norway Anne Churchill, Givaudan, France	Session chair: Nathalie Martin, Nestle, Switzerland		
14:10-14:30	O9.1 I see what I like – using a genetic algorithm to explain eye-tracking data in a food choice task Mei Peng, Jimmy Cahayadi, Ting Wang University of Otago, New Zealand	O10.1 Hedonext® a review of its evolution and use in cosmetic science Nathalie Wantz ¹ , Eléonore Loescher ¹ , Germaine Gazano ¹ , Jean-Marc Sieffermann ² ¹ LVMH Recherche, France. ² Université Paris-Saclay, France		Carlos Gomez-Corona ¹ , Gaston Ares ² , Sara Spinelli ³ , Nina Veflen ⁴ , Natalia Stathopoulou ⁵ ¹ Firmenich SA, Mexico. ² Universidad de la Republica, Uruguay. ³ University of Florence, Italy. ⁴ BI-Norwegian Business School, Norway. ⁵ Firmenich SA, United Kingdom	Benoît Rousseau ¹ , John Prescott ^{2,3} , Hye-Seong Lee ⁴ , Chinatsu Kasamatsu ⁵ ¹ The Institute for Perception, USA. ² TasteMatters Research and Consulting, Australia. ³ Università degli Studi di Firenze, Italy. ⁴ Ewha Womans University, Korea, Republic of. ⁵ Ajinomoto Co. Inc., Japan
14:30-14:50	O9.2 Reliability of consumer tests conducted with 360° VR immersion; reproducibility, discrimination and environment impact. Christelle Porcherot ¹ , Marie-Clarté Vignon-Mares ¹ , Isabelle Goisbault ² ¹ Firmenich SA, Switzerland. ² Strategie, France	O10.2 Hedonext® - a case study with extra virgin olive oil Jean-Xavier Guinard ¹ , Ellen Menezes ² , Eleonore Loescher ³ , Jean-Marc Sieffermann ⁴ ¹ University of California, USA. ² Universidade Federal do Estado do Rio de Janeiro, Brazil. ³ LVMH Recherche, France. ⁴ AgroParis Tech, France			
14:50-15:10	O9.3 Two worlds colliding: Exploring the use of augmented reality in consumer testing	O10.3 How do pastry and culinary chefs design sensory complexity?			



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	<p>Louise Hewson, Stephen O'Connor, Matthew Cullingworth PepsiCo, United Kingdom</p>	<p>Julie Palczak^{1,2}, Agnès Giboreau³, Céline Patois³, Michel Rogeaux¹, Julien Delarue² ¹Danone Research, France. ²Université Paris-Saclay, France. ³Institut Paul Bocuse Research Center, France</p>			
15:10- 15:30	<p>O9.4 Immersive sensory- booths to capture context-wise consumers' perception of desserts Ondine Lefebvre¹, Anne-Charlotte Brasset², Bénédicte Lunel², François Abiven², <u>Julien Delarue</u>^{1,3,4} ¹AgroParisTech, France. ²Repères, France. ³INRA, France. ⁴Université Paris Saclay, France</p>	<p>O10.4 Situational appropriateness as a predictor of food choice <u>Davide Giacalone</u>¹, Sara R. Jaeger² ¹University of Southern Denmark, Denmark. ²The New Zealand Institute for Plant & Food Research Limited, New Zealand</p>			
15:30- 15:50	<p>O9.5 The impact of using virtual reality as a context evocation method on product differentiation, participant engagement and participant behaviour <u>Marit Nijman</u>¹, Qian Yang¹, Claire Hidrio², Rebecca Ford¹ ¹The University of Nottingham, United Kingdom. ²Anheuser- Busch InBev, Belgium</p>	<p>O10.5 Humpback whale feeding calls: New sensory measures to improve individual whale identification <u>Bethia Margoshes</u>¹, Hal MacFie², Fred Sharpe³, Andy Szabo³ ¹Margoshes-Miller Consulting, USA. ²Hal MacFie Training Services, United Kingdom. ³Alaska Whale Foundation, USA</p>			
15:50- 16:10	<p>O9.6 Being informed of technology when</p>	<p>O10.6 Scoring artifacts inherent in the</p>			



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	eating a supposedly 3D-printed waffle biscuit improves consumers' attitudes towards the 3D-printing technology in food <u>Franziska Götze</u> , Christoph Denkel, Thomas A. Brunner Bern University of Applied Sciences, Switzerland	traditional ANOVA analysis for the 9-point hedonic scale, reduce its power: two studies illustrate how a new and simple alternative analysis solves the problem <u>Michael O'Mahony</u> ^{1,2} , Elba Cubero ³ , Xiaotian Zhang ² , Fiorella Jara-Solis ³ , Yorleny Araya-Quesada ³ , Jeremia Halim ² ¹ University of California, USA. ² Davis Sensory Institute, USA. ³ University of Costa Rica, Costa Rica			
16:10-18:00	Poster session II and refreshments <i>Room: Lennox Suite</i>				
19:30-00:00	Gala dinner (Ticketed event) – National Museum Scotland				
Thursday, 1 August, 2019 What are our resource challenges?					
08:30-10:30	Session 11 Global resource challenges	Session 12 Fundamentals of perception II	Workshop 9 Big data and data-driven modeling: New ways to speed up time-to-market and improve product performance in food and sensory R&D	Workshop 10 Sensory priming (the hidden marketing tool)	Learnshop 6 Incorporating modes of thinking into your sensory and consumer studies
	<i>Room : Pentland</i>	<i>Room : Sidlaw</i>	<i>Room: Fintry</i>	<i>Room: Tinto</i>	<i>Room: Lowther</i>
	Session chairs: Liisa Lahteenmaki, Aarhus University, Denmark Rosires Deliza, Embrapa Food Technology, Brazilian Agricultural Research Corporation, Brazil	Session chairs: Ciaran Forde, Singapore Institute for Clinical Sciences, Singapore Rebecca Ford, University of Nottingham, UK			
08:30-08:50	O11.1	O12.1			



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	<p>How to measure knowledge about food sustainability? <u>Christina Hartmann</u>¹, <u>Gianna Lazzarini</u>², <u>Michael Siegrist</u>¹ ¹ETH Zurich, Switzerland. ²FiBL, Switzerland</p>	<p>"Odor Image" perception of brief puffs of key odorant mixtures from potato chips and almond milk headspace <u>Terry Acree</u>¹, <u>Xianjia Zeng</u>², <u>Kaifeng Ding</u>¹, <u>Xiaoyuan Wang</u>³, <u>Qi Tang</u>¹ ¹Cornell University, USA. ²Kerry Inc., USA. ³China Agriculture University, China</p>	<p><u>Ludovic Depoortere</u>¹, <u>Katya Vladislavleva</u>² ¹Haystack International, Belgium. ²Datastories International, Belgium</p>	<p><u>Anne Churchill</u>, <u>Caroline Jordan</u>, <u>Ioannis Kontaris</u> Givaudan UK Ltd, United Kingdom</p>	<p><u>Dave Lundahl</u>¹, <u>Christopher Simmons</u>², <u>Mimi Sherlock</u>³, <u>Zi Yang</u>⁴, <u>Dolores Oreskovich</u>⁵, <u>Greg Stucky</u>¹, <u>Nathalie Janin</u>⁶ ¹InsightsNow, USA. ²Ohio State University, USA. ³International Flavors and Fragrances, USA. ⁴Mondelez, USA. ⁵Nestle Nutrition, USA. ⁶Fonterra, New Zealand</p>
08:50-09:10	<p>O11.2 Impact of on-pack visual cues on household premeditated food waste <u>Anke M Janssen</u>, <u>Hilke EJ Bos-Brouwers</u>, <u>Sabine K Schnabel</u>, <u>Rene A de Wijk</u>, <u>Seth O Tromp</u> Wageningen University & Research, Netherlands</p>	<p>O12.2 In-mouth volatile production from brassica vegetables during oral processing and links to liking <u>Damian Frank</u>, <u>Udayasika Piyasiri</u>, <u>Nicholas Archer</u>, <u>Jessica Heffernan</u>, <u>Astrid Poelman</u> CSIRO, Australia</p>			
09:10-09:30	<p>O11.3 Sustainable well-tasting meat products – substituting meat with texturized vegetable protein <u>Ursula Kehlet</u>, <u>Louise Hededal Hofer</u>, <u>Troels Hansen</u>, <u>Margit D Aaslyng</u> Danish Technological Institute, Denmark</p>	<p>O12.3 Exploring oral tactile sensitivity <u>Brittany Miles</u>, <u>Sebastiano Ricci</u>, <u>Kevin Berkowitz</u>, <u>Morgan Whitecotton</u>, <u>Karli Van Simeaes</u>, <u>Sok Lin Ang</u>, <u>Christopher Simons</u> The Ohio State University, USA</p>			
09:30-09:50	<p>O11.4 Sustainable Hops: Sensory characterisation of flavour preparations for brewing</p>	<p>O12.4 Application of ultrasound for comprehending the texture perceptions resulting from the mechanical breakdown</p>			



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	<p><u>Christina Dietz</u>¹, David Cook¹, Ray Marriott², Colin Wilson², Rebecca Ford¹</p> <p>¹University of Nottingham, United Kingdom. ²Totally Natural Solutions Ltd, United Kingdom</p>	<p>of food on the tongue surface</p> <p><u>Rohit Srivastava</u>, Mathieu Mantelet, Anne Saint-Eve, Isabelle Souchon, Vincent Mathieu</p> <p>INRA-AgroParisTech- Université Paris Saclay, France</p>			
09:50-10:10	<p>O11.5</p> <p>Turning icky stuff into delicious food - Creating sustainable future food with the help of sensory science and influencer co-creation</p> <p><u>Laura Forsman</u>, Saara Lundén, Anu Hopia, Mari Sandell</p> <p>University of Turku, Finland</p>	<p>O12.5</p> <p>The application of perceptual load theory to eating behaviour: A framework for overeating</p> <p><u>Jenny Morris</u>, Sophie Forster, Martin Yeomans</p> <p>University of Sussex, United Kingdom</p>			
10:10-10:30	<p>O11.6</p> <p>Re-wiring sensory & consumer science education - thoughts and discussion on educational and training needs for our next generation</p> <p><u>Rebecca Bleibaum</u>^{1,2,3}, Jacqueline Beckley^{4,5,3}</p> <p>¹UC Davis Continuing and Professional Education, USA. ²Dragonfly SCI, Inc., USA. ³UC Davis Food Science & Technology Leadership Board, USA. ⁴UC Davis, School of Agriculture and Environmental Sciences Advisory Council, USA. ⁵The</p>	<p>O12.6</p> <p>Implicit and physiological methods to study the influence of personality traits on emotional responses to tastes</p> <p><u>Alessandra De Toffoli</u>, Sara Spinelli, Caterina Dinnella, Lapo Pierguidi, Herdis Agovi, Elisa Mani, Erminio Monteleone</p> <p>University of Florence, Italy</p>			

Pangborn 2019

13th Pangborn
Sensory Science
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	Understanding & Insight Group LLC, USA				
10:30-11:10	Refreshment break <i>Room: Lennox Suite</i>				
	Session Chair: John Prescott, TasteMatters Research & Consulting, Australia				
11:10-11:35	Food Quality and Preference awards Presentation by the award winner <i>Room: Pentland Suite</i>				
	Session chair: Joanne Hort, Massey University, New Zealand				
11:35-12:20	[PLN08] Move over big data; The rise of useful data Trevor Davis, Trevor Davis & Associates Ltd, UK <i>Room: Pentland Suite</i>				
12:20-13:05	[K03] Sensory challenges in the final frontier – Developing space exploration food systems Grace Douglas, NASA, USA <i>Room: Pentland Suite</i>				
13:05-13:15	Closing remarks/Announcement of 2021 Meeting <i>Room: Pentland Suite</i>				
13:15	End of conference				