

Future **Quality** Characterization of **Food** and **Beverages**: Multisensory and Instrumental Approaches, Impacts and Implications for **Healthy Eating**

19 april 2018, 09.30 - 12.00

AU Aarslev, Meeting room Cantinen
Kirstinebjergvej 10, 5792 Aarslev

A seminar on the multisensory nature of food quality and eating, including sensory, and consumer perspectives and their synergy with state of the art instrumental applications and potential for impact in healthy eating behaviour. The seminar will discuss our understanding of food quality as described by instrumentation and human perception as may be relevant in the future design and development of high quality, better-tasting, more stimulating, more memorable, and healthier food and drink experiences.

Agenda

- 09.30 - 09.45** **Welcome to Food Quality Perception and Society at AU FOOD**
Derek V. Byrne - Professor and Science Team Leader, Dept. of Food Science, Aarhus University, Denmark
- 09.45 - 10.05** **Affecting appetite driven eating behavior –Sensory science in a multidisciplinary research context**
Barbara Vad Andersen - Post Doctoral Researcher, Dept. of Food Science, Aarhus University, Denmark
- 10.05 - 10.30** **Development of functional foods and health benefits**
Cesarettin Alasalvar - Associate Professor and Food Institute Director, TUBITAK Marmara Research Center, Food Institute, Turkey
- 10.30 - 10.45** **BREAK**
- 10.45 - 11.10** **Consumer Preferences and Behaviour to Support New Product Development.**
Sara R Jaeger - Science Leader, Sensory & Consumer Research, Plant and Food Research, Auckland New Zealand and Editor of the Journal 'Food Quality and Preference'
- 11.10 - 11.35** **Mediterranean farmed fish quality & impacting factors**
Kriton Grigorakis - Research Director/Senior Scientist, Institute of Marine Biology, Biotechnology and Aquaculture, Hellenic Centre for Marine Research, Athens, Greece.
- 11.35 - 12.00** **Situational appropriateness (item-by-use): An overlooked predictor of food choice**
Davide Giacalone - Associate Professor, Institute of Technology and Innovation, Dept. of Technology and Innovation, SDU Innovation and Design Engineering, Denmark

