



THE NEW ZEALAND  
INSTITUTE OF FOOD SCIENCE  
& TECHNOLOGY INC  
SENSORY EVALUATION DIVISION

# 6<sup>th</sup> Annual New Zealand/Australia Sensory Symposium

February 8 & 9, 2012 . Barossa Valley, Australia

## Conference Theme

### "The World of Flavour"

Flavour is a major contributor to the sensory profile of a food or beverage and something that food and beverage companies are always trying to understand in their products. At this year's Symposium, sensory professionals will learn more about flavour and how it is perceived by individuals, how it interacts with other components in foods, and what psychological influences impact flavour perception. Ultimately a better understanding of flavour will help sensory professionals support the creation of appealing consumer products.

Social media is another area adding ~~flavour~~ to our professional (and personal) lives. In our half-day workshop we ~~will~~ explore how people are currently using social media to support sensory and consumer research and the potential it holds in the future.

This symposium is designed to appeal to sensory professionals who are looking for new ideas and knowledge to use in their research or work environment and would like opportunities to discuss current sensory issues with others working in the field. This symposium is intended to be informal in nature and designed for maximum networking and interaction with other sensory professionals.

### Goals of the Symposium:

- To better understand the science of flavor and how sensory and consumer science can use that understanding to develop better consumer products
- To learn about the newest frontiers of social media and how it can help your sensory and consumer science program
- To provide an opportunity for sensory professionals in New Zealand and Australia to network and exchange ideas

## Dates and Location

**Wednesday 8<sup>th</sup> February and Thursday 9<sup>th</sup>  
February, 2012**

The Jacob's Creek Visitor Centre  
Barossa Valley (Rowland Flat), Australia

**JACOB'S CREEK™**  
*True Character*

<http://www.jacobs-creek.com.au/experience/the-jacobs-creek-visitor-centre/welcome>

The Jacob's Creek Visitor Centre is set in the vineyards in the heart of the Barossa Valley, just over one hours drive from the centre of Adelaide. The Symposium sessions and meals will be held at the Jacob's Creek Visitor Centre while accommodation will be at the Novotel Barossa Valley Resort.

**The conference will start at 8:30am on Wednesday 8<sup>th</sup> February and end at 4:00pm on Thursday 9<sup>th</sup> February.** There will be a dinner on Tuesday 7<sup>th</sup> February for those who are arriving that evening.

## Symposium Outline

### ❖ Evening of Tuesday 7<sup>th</sup> February, 4:00pm onwards

Arrival at Novotel Barossa Valley Resort and group dinner at the Novotel

### ❖ Day 1 – Wednesday 8<sup>th</sup> February (start time 8:30am)

#### ***The World of Flavour***

Workshop led by Dr. Jeannine Delwiche (PepsiCo Global Long Term Research, USA)

The first day of the symposium will be a workshop run by Jeannine Delwiche from PepsiCo Global Long Term Research (USA). This session will be targeted towards those sensory professionals who work in commercial and research environments and will provide opportunities for hands on and practical exercises and discussion.

The International Organization for Standardization defines flavour as follows:

*Complex combination of the olfactory, gustatory and trigeminal sensations perceived during tasting. The flavour may be influenced by tactile, thermal, painful and/or kinaesthetic effects.*

In this workshop we will examine how these factors (tactile, thermal, visual, etc.) interact to create a flavour experience and how they can be manipulated in foods to change flavour perception.

#### **Agenda:**

##### **Defining Flavour**

- Overview of flavour . how is it defined?
- The interaction of taste, smell and chemesthesis (trigeminal nerve)
- How do these interactions influence flavour perception? What does it mean for product development?

##### **Temperature and Texture**

- How does temperature effect odour and flavour perception? Is there a difference between in the effect of high and low temperatures on flavour perception?
- The use of texture to control the diffusion of components to the sensory receptors and how that impacts flavour intensity
- How tactile sensations can be used to control the perception of taste and smell

##### **Audio and Vision**

- How does colour influence flavour and basic taste perception?
- Colour . flavour associations
- Effect of colour intensity on flavour intensity
- Do sounds like ~~æ~~rispyq and ~~æ~~ crunchyq have an impact on flavour?

#### **Speaker Background**

**Dr. Jeannine Delwiche's** research interests include taste, smell, and flavour perception and psychophysics. She is an experienced lecturer and she has strong industry experience having worked for Firmenich as a Senior Scientist specializing in Sensory Science and Psychophysics and in her current role as a Sr. Principal Scientist at PepsiCo Global Long Term Research.

She began her research career while still an undergraduate at the University of California, Davis in 1990 while working under the guidance of Dr. Michael O'Mahony. Since that time, she has worked with other prominent researchers in sensory science and human taste perception, including Dr.

Bruce Halpern and Dr. Harry Lawless while at Cornell University, and Dr. Paul Breslin and Dr. Marci Pelchat while at the Monell Chemical Senses Center. She is the former head of the Ohio State University Sensory Science Group, where she was tenured professor in the Department of Food Science and Technology. Her work while a professor at OSU included several studies examining questions in basic taste perception, as well as upon some of the underlying principles that influence sensory evaluation methodologies. Her research focused upon (1) individual differences in taste perception, (2) sensory interactions in flavour perception, and (3) probabilistic modelling of sensory data.

## ❖ Day 1 – Evening Dinner

Join us for an unforgettable dinner at The Jacob's Restaurant (part of the Jacob's Creek Visitor Centre). As is our tradition, special social and entertainment activities will be organized as part of the meal.



## ❖ Day 2 – Thursday 9<sup>th</sup> February (start time 9:00am)

### Morning Session - Sensory Research Presentations

The second morning of the Symposium will feature short talks from Australian and New Zealand sensory researchers on current research topics.

If you are interested in doing a 20 minute talk on some of your sensory and consumer research please indicate your interest on the symposium registration form. We will do our best to accommodate anyone who wishes to speak; however, we only have slots for **8** speakers.

**Please email an abstract of your talk to Veronika Jones**

[veronika.jones@goodmanfielder.com.au](mailto:veronika.jones@goodmanfielder.com.au). **Abstracts must be received by FRIDAY 18<sup>th</sup> NOVEMBER, 2011.** Please contact Veronika via email if you have any questions about doing a presentation.

### Afternoon Session

#### ***Social Media – Have You Been Hit by the Virus?***

Workshop led by Isabelle Lesschaeve (Vineland Research and Innovation Centre, Canada)

The afternoon session is all about Social Media and will share knowledge and experiences, discuss opportunities, challenges, and give insight into why the food industry and sensory & consumer specialists should definitely (not?) work with it.

Social media (e.g. social networks, twitter, blogs, forums and review/opinion sites) has experienced an explosive growth over the past few years, and changed day to day consumer communication. New opportunities have arisen: social media can be used as a marketing and customer involvement tool, it can be used to connect employees with actual consumers, it may serve as a consumer research tool, or even as a combination of all three.

These different applications will be presented and discussed in this workshop. We will start off with a general introduction into Social Media, followed by a presentation on the usage and perspectives of Social Media marketing by Ontario wineries . discussing common strategies and concepts regarding the use as a marketing tool. The next presentation illustrates how Community Research can be applied strategically to increase consumer focus of an R&D department, illustrated by

Unilever. After these presentations, it is time to dive into the world of Social Media yourself with the use of some practical examples, tips and tricks, and to share your experiences and thoughts of Social Media with others.

#### **Agenda:**

- Introduction into Social Media (Isabelle Lesschaeve)
- ~~S~~ocial Media Usage by the Ontario Wine Industryq(Isabelle Lesschaeve)
- ~~B~~ringing consumers alive within Unilever R&D . A staged approach for maximal impactq (Stan Knoops)
- Social media . Do it Yourself: 10 practical examples for sensory & consumer researchers and specialists
- Try out and discussion in small groups
- Summary and Conclusions: Is Social Media Useful or Useless?

#### **Speaker Background**

**Dr. Isabelle Lesschaeve** is an engineer in agriculture by training. She earned a Ph.D. in Food Science, specialized in sensory evaluation at the University of Burgundy, France. Isabelle has 20 years of experience in sensory and consumer sciences with a focus on food and beverages. She has conducted multidisciplinary research in both academic and corporate environments within Canada and abroad and is a recognized expert in her field with her own consulting firm. Isabelle's research interests focus on the understanding on consumer wine preferences, consumption and purchase behaviours, and the development of new sensory methodologies to predict wine preferences. She is now appointed as a Research Director, Consumer Insights and Product Innovation at Vineland Research and Innovation Centre in Canada.

#### **Stan Knoops (via podcast)**

**Stan Knoops** holds degrees in Marketing & Marketing Research, Sensory Research, and Consumer Behaviour & Economics, and is appointed European Head of Consumer Insights, Unilever. He is a passionate researcher with 15+ years of global experience for leading brands and a transformative leader with a track record of shifting teams from research to insights focus. Stan Knoops has experience in the entire domain of qualitative and ethnographic research up to complex quantitative research and creation of new research methods. Stan Knoops in cooperation with InSites Consulting (Tom de Ruyck a.o.) was among the 3 finalists of the Research Effectiveness Awards of ESOMAR (European Society for Opinion and Marketing Research) and the best methodological paper award with their Community Research project.

## Accommodation

Accommodation will be at the Novotel Barossa Valley [www.novotelbarossa.com](http://www.novotelbarossa.com). The registration fee includes two nights **SHARED accommodation** at the hotel (February 7 and 8) . 2 people per room. If you would like your own room there is an additional cost of \$215 (NZ). If you are staying an additional night (i.e. Thursday night) we can reserve a room for you for an additional night. Please contact us directly to arrange this for you and confirm costs.

As the Novotel hotel is a short distance from the Jacob's Creek Visitor Centre we will be providing organised transport between the venues at specified times.

## Registration

The registration fee includes attendance at both days of the symposium, shared accommodation (2 nights) and all meals (2 breakfasts, morning and afternoon teas, 2 lunches, 2 dinners (Tuesday and Wednesday night)). Registration will be at the Novotel Barossa Valley from 4:00pm Tuesday February 7.

**Registration is limited to 60 people** so please register as soon as possible.

**Please send in your registration no later than Friday December 23, 2011.**

### Registration Fees (in NZ Dollars)

AIFST member	NZIFST member*	Non-NZIFST/AIFST member	Full-time Students
\$725	\$600	\$825	\$475

Fees are inclusive of GST

\* The NZIFST Sensory Group is supporting its members this year by subsidising their conference fee by \$125 per fully paid member

PLEASE NOTE: We will not be offering discounts if you do not wish to attend both days of the symposium, do not wish to eat the meals provided, or stay at the Novotel hotel.

## Questions?

If you have any questions about the symposium please feel free to contact Veronika Jones at [veronika.jones@goodmanfielder.com.au](mailto:veronika.jones@goodmanfielder.com.au) or +61 2 8899 7221 or Rebecca Shingleton at [rebecca.shingleton@fonterra.com](mailto:rebecca.shingleton@fonterra.com) or +64 6 350 6500.

## Feedback from Attendees at Previous Symposiums

- It was better than Pangborn+
- It was a good opportunity to meet sensory scientists from Australia and New Zealand and a relaxed atmosphere+
- I thought it was a wonderful meeting and thoroughly enjoyed the interaction+
- Great workshop, I really enjoyed it and learnt a lot. Enjoyed the social aspect too+
- Really enjoyed the symposium, a good opportunity to meet others involved in sensory work+
- Another very good symposium. The key feature for me is to catch up with people or talk to new people+

## NZIFST Sensory Evaluation Division Sensory Evaluation Workshop Registration Form

**Please complete a separate form for each registration and either email to [rebecca.shingleton@fonterra.com](mailto:rebecca.shingleton@fonterra.com) or fax to +64-6-356-1476, attention Rebecca Shingleton.**

Member: ☐ AIFST member (NZ\$725) ☐ NZIFST member (NZ\$600)  
☐ Student (NZ\$475) ☐ Not a member of NZIFST/AFIST (NZ\$825)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Please indicate your attendance:**

- ☐ Entire Symposium (including Tuesday evening dinner)
- ☐ Tuesday evening, February 7
- ☐ Wednesday, February 8 . The World of Flavour (Workshop)
- ☐ Thursday, February 9 - Sensory Research Presentations and Social Media Workshop

**Accommodation:**

- ☐ I will be staying at the Novotel and will share a room
- ☐ I will be staying at the Novotel and would like my own room (at additional cost of NZ\$215)
- ☐ I would like to book a room for an extra night (Thursday 9<sup>th</sup> February) . we will contact you to inform you of the extra cost and to confirm your booking

**Sensory and Consumer Research Presentation:**

- ☐ I am interested in doing a presentation on February 9 and have sent an abstract for my talk to [veronika.jones@goodmanfielder.com.au](mailto:veronika.jones@goodmanfielder.com.au)

**Meals:**

Please list any special dietary needs you have and we'll do our best to accommodate them

Please indicate which meals you will require:

✓		✓	
	Tuesday, February 7 . dinner		Thursday, February 9- breakfast
	Wednesday, February 8 - breakfast		Thursday, February 9- lunch
	Wednesday, February 8- lunch		
	Wednesday, February 8- dinner		



THE NEW ZEALAND  
INSTITUTE OF FOOD SCIENCE  
& TECHNOLOGY INC  
SENSORY EVALUATION DIVISION

## NZIFST Sensory Evaluation Division Sensory Evaluation Workshop Registration Form

**Payment: Please contact Rosemary Hancock ([rosemary@nzifst.org.nz](mailto:rosemary@nzifst.org.nz)) if you have any payment issues.**

- ☐ **PREFERRED PAYMENT OPTION:** Please charge the total amount of \$ ..... to the following credit card:

☐ Mastercard      ☐ Visa

Name on card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please note that no refunds of any kind will be made for cancellations (or non-attendance) without prior notification at least 10 days before the workshop.*

- ☐ Please find enclosed cheque/money order payable to NZIFST SED (mail to Fonterra, Private Bag 11 029, Palmerston North, NZ. Attn: Rebecca Shingleton)
- ☐ Please invoice the total amount of \$..... to the following address:

*Address:*

Purchase Order number 0 0 0 0 0 0 .