



### Organizing committee:

Mechthild Busch-Stockfisch, Hamburg  
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Dag Piper, Holzminden  
Angelika Plöger, Kassel  
Andreas Scharf, Göttingen  
Josef Zach, München

### Conference Secretariat:

Charlotte Wilkins  
Tel: + 44 (0) 1865 843089  
Fax: + 44 (0) 1865 843 958  
Email: [ch.wilkins@elsevier.com](mailto:ch.wilkins@elsevier.com)

Mail:  
Third European Conference on  
Sensory and Consumer Research,  
Elsevier,  
The Boulevard,  
Langford Lane,  
Kidlington,  
Oxford,  
OX5 1GB  
UK



## Third European Conference on Sensory and Consumer Research

Join industries from across Europe for the third in a series of conferences on sensory and consumer research to hear about cutting edge research and innovative ideas.

### Call for Papers

Papers are invited for oral and poster presentation at the conference.

The abstract submission deadline is 29th February 2008.  
See inside for more details.

If undelivered please return to: Elsevier, The Boulevard, Langford Lane, Kidlington, Oxford, OX5 1GB, UK

# Call for Papers



## Third European Conference on Sensory and Consumer Research

### A Sense of Innovation

University of Applied Sciences  
Hamburg, Germany

### First Announcement and Call for Papers

Date: 7th - 10th September 2008

Abstract Submission Deadline:  
29th February 2008



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## Introduction

Join industries from across Europe for the third in a series of conferences on sensory and consumer research to hear about cutting edge research and innovative ideas.

Whether or not a new food or drink, a new toiletry or cosmetic, a new laundry detergent or cleansing agent will enjoy success in the marketplace hinges upon both its innovative marketing concept as well as its sensory product profile.

Today's demanding sales and marketing environment for industry players can be seen as responsible for three major innovative developments in the field of sensory science:

- How the latest findings in sensory science can be meaningfully utilized for successful innovation projects.
- How information relating to socio-demographic, psychographic and behavioural factors are responsible for differing consumer group preferences or dislikes.
- The increased importance of sensory science in connection with the innovation based interface between R&D and Marketing.

So it's high time to stress the importance of sensory and consumer science with respect to in-house innovation projects.

## Call for Papers

Abstracts for oral and poster presentations on the following themes should be submitted online at [www.eurosense.elsevier.com](http://www.eurosense.elsevier.com) by 29th February 2008.

The Third European Conference on Sensory and Consumer Research will be concentrating on:

- New Aspects in Sensory Perception
- New Aspects in Sensory and Consumer Evaluation
- Implementation of Sensory in Industry
- New Aspects in Psychophysics
- Sensory in the interface of Marketing and R&D
- New Mega-trends in Sensory and Consumer Research
- Neurobiological processing of Perceptions
- Parcours of Senses

## Language

The language of the conference will be English.

## Proceedings

Selected, refereed full papers from the oral and poster presentations will be published in a conference special issue of *Food Quality & Preference* which will be mailed to all fully registered delegates in 2009.

See [www.elsevier.com/locate/foodqual](http://www.elsevier.com/locate/foodqual) for journal information.



## Location

The conference will take place at the Hamburg University of Applied Sciences in Hamburg, Germany. Located just 13 miles from Hamburg Airport, the University is one of the largest of its kind (University of Applied Sciences) in Germany. Hamburg is rich in history and is the second largest port in Europe. Built around the Alster Lake, Hamburg has an intimate feel while offering all the benefits of a larger city.

## Further Information

To receive further information about the Third European Conference on Sensory and Consumer Research and to register for email updates about the conference, please complete and return the reply form below or submit online at [www.eurosense.elsevier.com](http://www.eurosense.elsevier.com)

- Please send me a copy of the programme when available
- I intend to submit an abstract for oral presentation
- I intend to submit an abstract for poster presentation
- I intend to participate as a delegate only
- Please send me details on having a table top exhibit or sponsoring the conference
- I would like to be added to the Sense of Innovation email list for regular updates

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