

A Sense of Quality



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Fourth European Conference on Sensory and Consumer Research

A Sense of Quality

5-8 September 2010

Palacio Europa, Vitoria-Gasteiz, Spain

Organised by:
University of Basque Country (UPV-EHU)

First Announcement and Call for Abstracts



In association with Elsevier's *Food Quality and Preference* Journal

Join European academic and industrial sensory scientists to share experiences and exchange ideas on the latest developments and applications in sensory science and consumer research

Abstract submission deadline: February 28, 2010



**DON'T MISS OUT...
2008 WAS A SOLD OUT EVENT!**

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Introduction

On the behalf of a group of sensory scientists from Spanish Universities and Institutional Research Center, we are pleased to present the fourth edition of the European Sensory and Consumer Science Conference (*A Sense of QUALITY*).

In European countries, interest in sensory science has grown and our feeling is that sensory and consumer science will continue to play an essential role in understanding European consumer perception of food quality. In particular we believe that this conference is an occasion to understand what sensory and consumer scientists can contribute to satisfy current and future needs and expectations of European society (food industries, including SME, consumers) in relation to food quality. This conference also considers non food application of sensory evaluation.

Within this general aim, the proposed conference offers scientists and professionals the opportunity to meet and discuss about several topics:

- Update the scientific pillars of the sensory science (physiological, psychological, methods and statistical)
- Health and ethical concerns in Europe and consumer affective responses to food
- Perceived quality of organic (and other sustainable production system) food products
- Sensory & marketing integration
- Sensory and non sensory dimensions of food
- Consumer testing in the European multicultural society
- Sensory research and quality assurance of the European specific products (PDO products, traditional products)
- Application of sensory analysis in food and non food industries
- Future of sensory and consumer science in Europe (academic, standards, regulations)

Francisco J. Pérez Elortondo
and **Marta Albisu**
Chairs of the Organizing Committee

Organising Committee

Francisco J. Pérez Elortondo, *co-chair, University of Basque Country, Vitoria-Gasteiz Spain*

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Topics

UPDATE PHYSIOLOGICAL AND PSYCHOLOGICAL BASIS

- Sensory perception (sensory system, brain interpretation, affections and cognitions)
- Multimodal sensory perception
- Sensory interactions
- Psychophysics

UPDATE STATISTICAL TECHNIQUES

- Statistical sensory data techniques
- Multidisciplinary information integration
- Consumer segmentation
- Predictive data
- New data analysis techniques

CONSUMER QUALITY BEHAVIOUR

- Measures hedonic responses, consumer attitudes, motivations and expectations
- Choice behaviour and consumption
- Liking attributes to consumer needs and expectations
- Emotions and consumer language
- Marketing and sensory integration
- Consumers' knowledge structures
- Dynamics in preferences
- Testing under non standard conditions

SENSORY SCIENCE APPLICATIONS

- Trained / expert panels vs. hedonic measures
- New product development
- New technology / packaging
- Sensory-instrumental relationship
- Sensory evaluation and gastronomy
- Shelf-life studies

SENSORY QUALITY ASSURANCE AND CERTIFICATION

- Sensory quality assurance
- Sensory characterization of certified products: PDO foods and beverages, organic products
- Expert panels and consumer interface
- Sensory quality control methods (expert panels)
- Accreditation of sensory laboratories

FUTURE

- New methods and research tools
- New research areas
- Training and education in sensory science
- Standards and regulations
- Consumer's integrated research designs
- Long-term liking acceptance

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 and Preference, which will be mailed to all fully registered delegates in 2011.

See www.elsevier.com/locate/foodqual for journal information

Call for papers

Abstracts are invited for oral and poster presentations on the conference topics. Authors should submit abstracts online at www.eurosense.elsevier.com by **February 28, 2010**

Secretariat

Conference administration is provided by Elsevier, publisher of Food Quality and Preference. For information regarding the conference, including abstract submission contact:

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Location: Palacio Europa, Vitoria-Gasteiz, Spain.

Situated in the north of Spain, Vitoria-Gasteiz was founded towards the end of the 12th century, and is today a city of exceptional urban design. The Basque capital has a medieval city centre, with countless places of historical interest and monuments, such as Plaza de la Virgen Blanca (White Virgin Square) and the Cathedral of Santa María.

The Basque Province of Alava, and its capital Vitoria-Gasteiz has a population of 225,000 inhabitants. It has more open space per capita than anywhere else in Spain and is one of the best cities in Europe as far as natural areas are concerned. It has received several awards for its planning and wealth of green spaces.

The Rioja Alavesa is a land of contrasts with golden, earthy red landscapes, and is home to walled towns and bodegas that provide the ideal setting for tasting its wines, which are amongst the most acclaimed wines in Spain, including of course, Rioja. Laguardia, the main city, is a walled town with many historical buildings including the church of Santa María de los Reyes with its magnificent stone carved multi-coloured Gothic portico.

Vitoria-Gasteiz is 60km (by road) to the south of Bilbao, in the north-east of Spain.

