



**23-27  
AUGUST  
2015**

# Pangborn 2015

11th Pangborn Sensory Science Symposium



\* SVENSKA MÄSSAN,  
THE SWEDISH EXHIBITION  
& CONGRESS CENTRE,  
GOTHENBURG,  
SWEDEN

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## Views on the future – A panel discussion with voting by the audience

**Moderators :** Sara Jaeger - Plant and Food Research, New Zealand  
Hal MacFie – Hal MacFie Sensory Training Ltd, UK

**Voting:** Gerben Ernst – Eye Question, Netherlands



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## Speakers

**Joanne Hort - University of Nottingham, UK**

**Christelle Porcherot - Firmenich Corporate R&D**

**Gastón Ares - Universidad de la República,  
Uruguay**

**Suzanne Pecore – General Mills (Retired) - USA**

# Process

- Each speaker put forward three statements about directions for the future of sensory and consumer science
- Audience voted by ranking the 3 statements according to importance
- The winning statement for each author was identified

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Understanding of individual variation in  
perception

Prof. Joanne Hort,  
SABMiller Chair of Sensory Science  
University of Nottingham

## **Hort – winning statement**

We must engage with other specialists, e.g. geneticists and neuroscientists, to understand the mechanisms behind individual variation in perception



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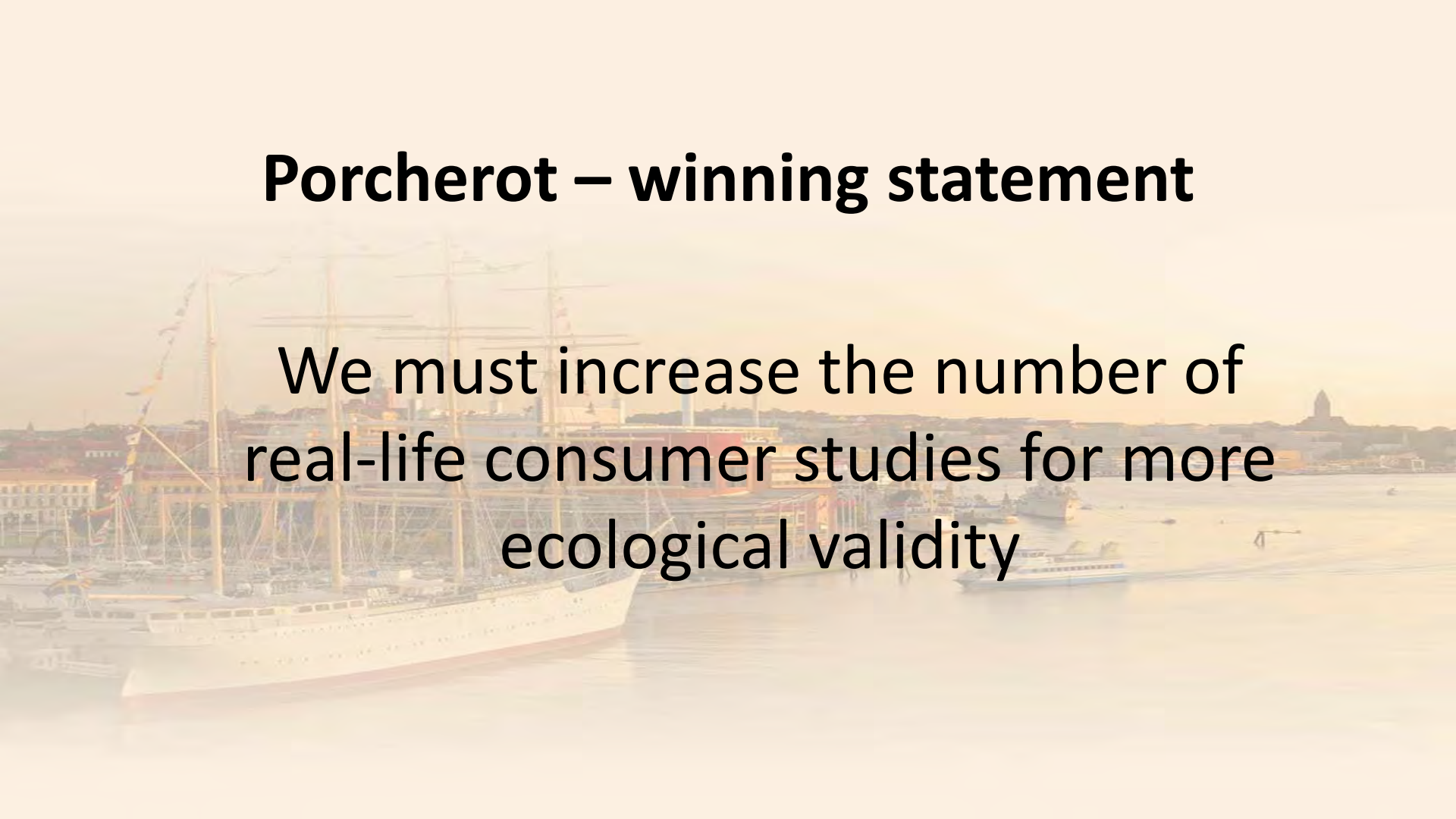


The future for the sensory and consumer field  
by considering Context & Situation

Christelle Porcherot  
Firmenich Corporate R&D

# **Porcherot – winning statement**

**We must increase the number of  
real-life consumer studies for more  
ecological validity**





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## The almost forgotten side of consumers' decision making process



Gastón Ares

Universidad de la República, Uruguay



# **Ares – winning statement**

We must develop new  
methodological approaches to  
understand the heuristics that  
influence food choice



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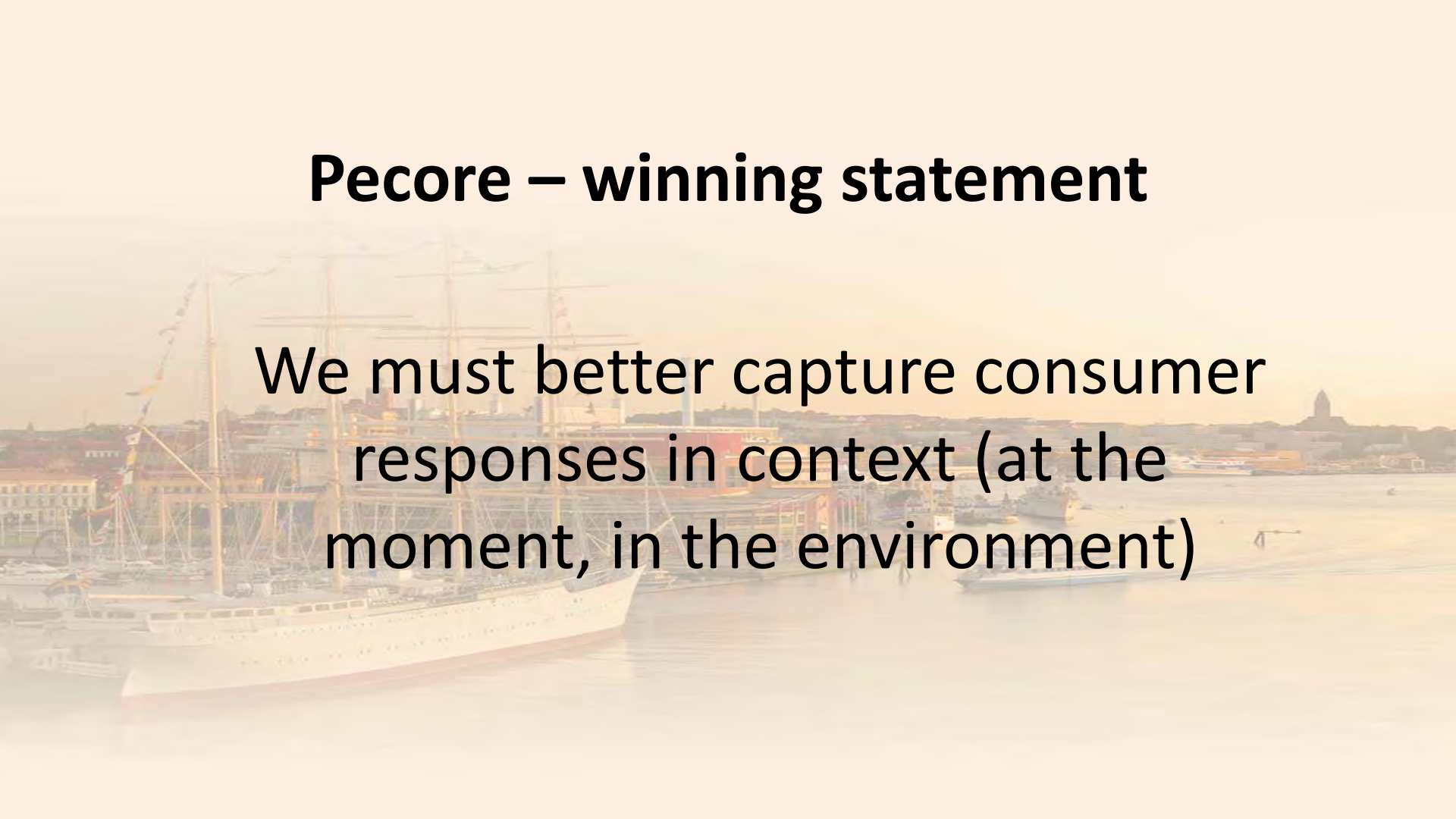


## ***The Future of Sensory in Industry***

**Suzanne Pecore**  
Retired, General Mills  
Sensory Consultant

# **Pecore – winning statement**

**We must better capture consumer responses in context (at the moment, in the environment)**





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## Next steps...

- We are preparing a paper for submission to Food Quality and Preference
- Herein each speaker will motivate their 3 statements and the full voting results will be presented
- The paper will conclude with a discussion about directions for future research in sensory and consumer research