



2nd Announcement

Sensory perception and food preference: Affective drivers of food choice

Wageningen, 21-24 March 2016

Monday 21 March

- **Emotion definition and characterization**
Dr Herb Meiselman
- **The role of odors for food choice**
Dr Sanne Boesvelt, Wageningen University
- **Presentations by the Participants**

Tuesday 22 March

- **Applied emotion measurement**
Dr Herb Meiselman
- **Tour & Lecture Restaurant of the Future**
Dr Judith van der Horst, Wageningen University,
- **Demo Observer, Facereader**
Dr Leanne Looijens, Noldus

Wednesday 23 March

- **The role of taste in the development of food preferences**
Prof Kees de Graaf, Wageningen University
- **Affective (food) responses in the brain**
Dr Paul Smeets, Wageningen University
- **Methods to measure emotions**
Dr Betina Piqueras Fiszman, Wageningen University
- **Emotions in decision making**
Dr Ilona de Hooge, Wageningen University
- **Demo PrEmo**
Dr Louise den Uijl, Wageningen University
- **Drivers of liking- consumer acceptance**
Dr Sanne Griffioen-Roose, FrieslandCampina
- **Like it or buy it**
Dr Liesbeth Zandstra, Unilever Research
- **Measuring temporal dynamics of food-evoked emotions:**
Dr Gerry den Jager, Wageningen University

Thursday 24 March

- **Multisensory perception and experience; packaging, food design**
Dr Rick Schifferstein, Technical University Delft
- **Studying emotions in the elderly**
Dr Stefanie Kremer, Wageningen University
- **Emotions in beverages**
Dr Hannelize van Zyl, Heineken

For more information and registration:

<http://www.vlaggraduateschool.nl/courses/sens-percept.htm>