

# Society of Sensory Professionals

## Rock Your **Sensory Advantage**

*Driving Excellence, Advancement, and Inspiration*

**September 26–28, 2018**  
**Hilton Cleveland Downtown**  
**Cleveland, Ohio, U.S.A.**

**#SSP2018**

SOCIETY OF  
**SENSORY**  
PROFESSIONALS

***10th Anniversary—The Best is Yet to Come!***

Credits: Cleveland Skyline and Lake Erie by William Reiter, Brandywine Falls by Larry E. Highbaugh, Jr., and the Rock & Roll Hall of Fame, for ThisisCleveland.com

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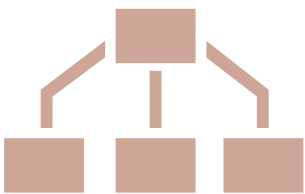


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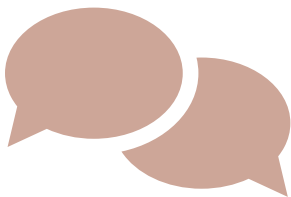
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# Welcome to Cleveland!



In the early 1950s, Cleveland disc jockey Alan “Moondog” Freed coined, for the very first time, the phrase “Rock and Roll” as part of his radio program. The name stuck, and the city carries that legacy to this day. It is only fitting that the 2018 Conference of The Society of Sensory Professionals embraces that legacy as, over the next few days, you seek to “Rock Your Sensory Advantage” as sensory scientists

to drive innovation, business results, and unlock the secrets of the science in all aspects of your career. As always, our program is focused on highlighting new areas of research, sharpening technical knowledge, and advancing professional development through scientific workshops and oral presentations, poster presentations, and our joint workshops with ASTM and Sensometrics. Don’t miss our Professional Development session as we develop not just the science, but the professional engaged in the science!

This year marks SSP’s 10th Birthday, and we are excited to celebrate the growth of the Society with you during this conference. Our growth is only poised to continue as we reached record numbers in sponsorship, exhibition, and abstract submissions for this conference. It is an exciting time to be a Sensory Professional!

We look forward to seeing you at the Gala on Thursday evening at the Rock & Roll Hall of Fame and Museum—just a short walk from the conference hotel! Take some time to relax and enjoy the company of your fellow professionals!

This conference would not be possible without the time, effort, and talents of our committee members, volunteers, presenters, and YOU, our valued members. We wish you an enjoyable and educational time here in Cleveland!

**Jason Newlon**  
*SSP Conference Committee Chair*

## SSP Conference Committee

Chair: Jason Newlon, The Procter & Gamble Company  
Gail Vance Civile, Sensory Spectrum, Inc.  
Tanya Ditschun, Senomyx, Inc.  
Alisa Doan, The Kellogg Company  
Darla Hall, Research Vibe, LLC  
Susan Hooge, General Mills, Inc.  
Laura Jefferies, Brigham Young University  
Ellena King, MMR Research Worldwide  
Hannah Laird, Texas A&M University  
Lydia Lawless, Nestlé  
Bethia Margoshes, Margoshes Miller Consulting  
Katie Marston, PepsiCo  
Robert Pellegrino, University of Arkansas  
Candi Rathjen-Nowak, General Mills, Inc.  
Natalie Stoer, General Mills, Inc.  
Alexa Williams, PepsiCo

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## Society of Sensory Professionals Headquarters

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E-mail: [ssp@scisoc.org](mailto:ssp@scisoc.org)  
Website: [sensorysociety.org](http://sensorysociety.org)

# General Information

## SSP Central—Registration Desk

SSP Central will be located on the 5th Level—Lakeside Foyer area and is open during the following times:

Tuesday, September 25	3:00 – 6:30 p.m.
Wednesday, September 26	7:30 a.m. – 5:00 p.m.
Thursday, September 27	7:30 a.m. – 5:30 p.m.
Friday, September 28	8:00 – 11:30 a.m.

## Guests

Guests planning to attend the Gala must purchase tickets in advance. Guests do not have access to scientific sessions, workshops, or the exhibit hall. Coworkers and business associates are not considered guests and must pay the appropriate registration fees.

## Speaker Kiosk

The speaker kiosk will be available for speakers to review and/or upload their presentations the day before their scheduled session. The kiosk is located near SSP Central.

## Connectors Meet Up

If you signed up to participate in the Connectors program, be sure to meet up throughout the meeting. The Opening Luncheon on Wednesday, September 26, will be an excellent starting point for students and early career professionals to connect with more experienced professionals.

Below are additional suggested times/events for Connectors to meet:

### Wednesday, September 26

2:45 – 3:00 p.m.	Afternoon Break
4:30 – 6:00 p.m.	Cocktail Reception with Exhibits and Posters

### Thursday, September 27

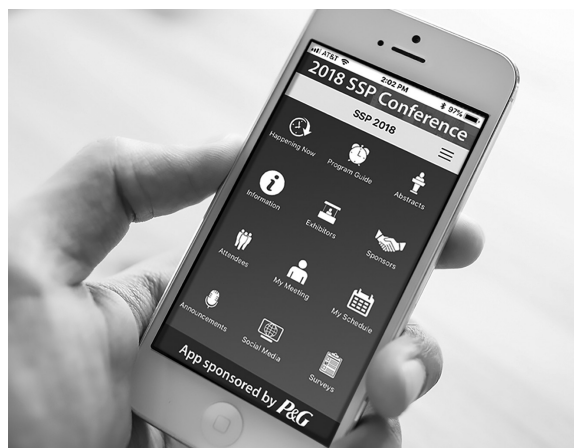
9:45 – 10:15 a.m.	Morning Break
12:15 – 1:45 p.m.	Lunch, reconnect/sit together
2:45 – 3:15 p.m.	Afternoon Break
6:00 – 6:45 p.m.	Prior to Gala, meet up and walk to Gala together

*Meet on 5th Level—Lakeside Foyer at SSP Central*

### Friday, September 28

9:45 – 10:15 a.m.	Morning Break
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## 2018 SSP Conference Mobile App



Keep connected with the SSP Conference mobile app. Search **SSP2018** in your app store and download the app to access the schedule, abstracts, exhibitor descriptions, announcements, and more, all at your fingertips!

*The mobile app is sponsored by The Procter & Gamble Company.*

## Complimentary WiFi

SSP has provided complimentary WiFi available throughout the conference.

**Network:** Hilton\_Meeting

**Password:** sensoryrocks2018

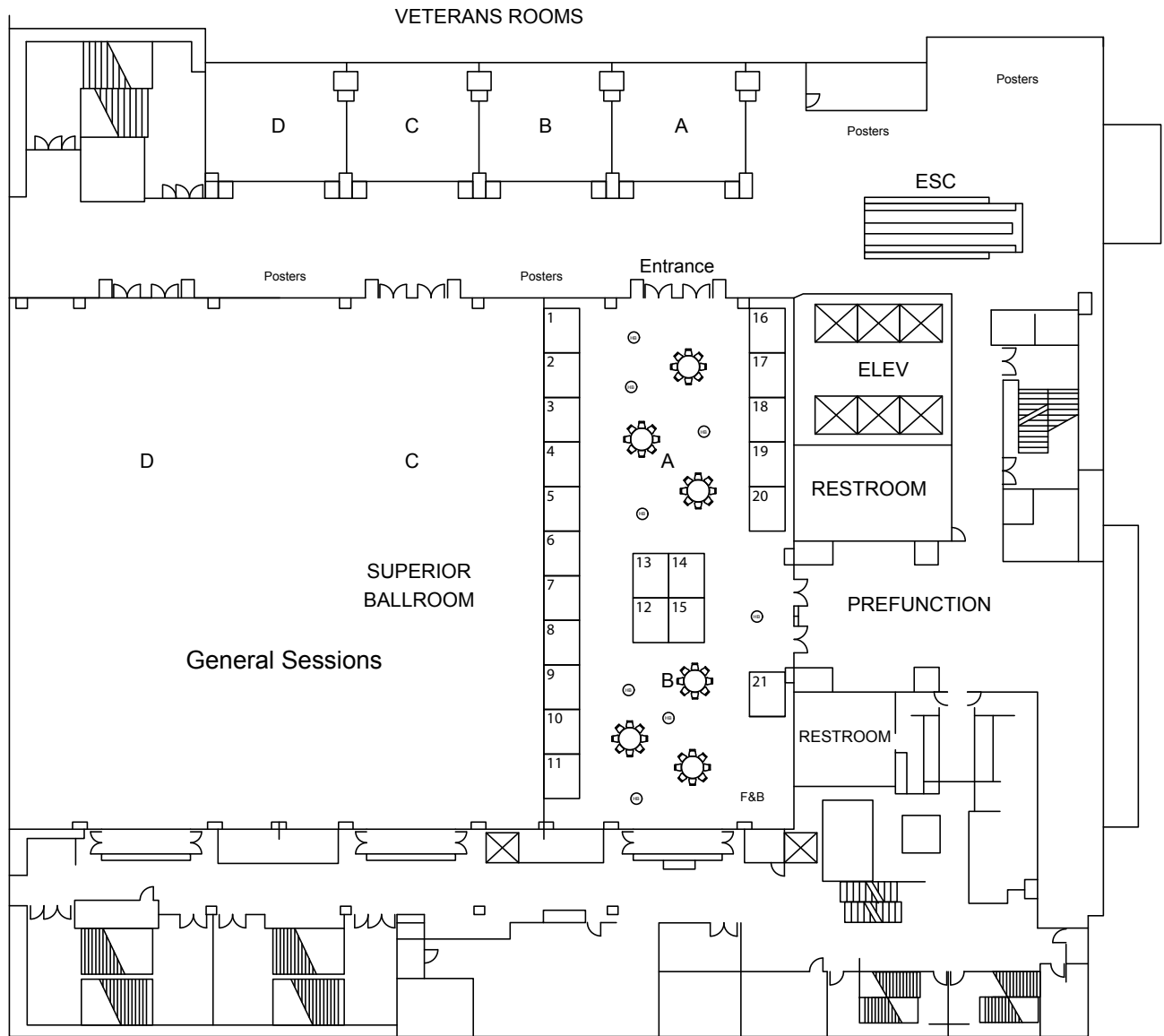
## Proceedings

Electronic proceedings will be available online following the meeting to all SSP members. Watch your email following the conference for the announcement.

## Photo Release

SSP staff will take photos throughout the conference for promotional use. By virtue of your attendance, you agree to allow SSP to use your likeness in future promotional materials.

# Hilton Cleveland Downtown



# Schedule: Day-by-Day

## Wednesday, September 26

7:30 a.m. – 5:00 p.m.	SSP Central—Registration Open	5th Level—Lakeside Foyer
8:00 – 8:15 a.m.	<b>Conference Kick-off</b>	Superior CD
8:15 – 11:45 a.m.	<b>SSP/ASTM Workshop: It's A Small World: Leading Sensory and Consumer Research Cross-Culturally</b>	Superior CD
11:00 a.m. – 3:00 p.m.	Exhibitor Set-up	Superior AB
11:45 a.m. – 3:00 p.m.	Poster Set-up	5th Level Foyer
12:45 – 1:30 p.m.	Opening Luncheon with Connectors Meet-and-Greet	Superior CD
1:30 – 2:45 p.m.	<b>Opening Keynote: Kevin Ryan, "The Changing Face of CPG"</b>	Superior CD
2:45 – 3:00 p.m.	Break	5th Level Foyer
3:00 – 4:00 p.m.	<b>Professional Development Keynote: Debbie Peterson, "From Frustrated to FOCUSED: Coming to Your Senses for Increased Confidence in Communication"</b>	Superior CD
4:00 – 4:30 p.m.	<b>SSP The First 10 Years</b>	Superior CD
4:30 – 6:00 p.m.	Cocktail Reception with Exhibits and Posters	Superior AB and Foyer
6:15 – 9:00 p.m.	<b>Rockin' Ever After Party—the party doesn't have to end!</b> <i>Hosted and organized by Opinions Ltd.</i>	Bar 32 (rooftop)

### SSP/ASTM Joint Workshop: It's A Small World: Leading Sensory and Consumer Research Cross-Culturally

8:15 – 11:45 a.m. • Superior CD

**Moderator:** Susan Hooge, General Mills, Inc.

**Speakers:** Kavita Avula, *Therapist Beyond Borders*; Bob Baron, *Sensory Spectrum*; Daniela Garaiz, *Sensights Consulting*; Susan Hooge, *General Mills, Inc.*; Cindy Malixi, *Innovation Consultant and Facilitator, AHHA!*; Janet McLean, *Diageo*

**Organized Jointly By:** Society of Sensory Professionals and ASTM-E18 Sensory Evaluation

As more and more companies and universities are going global, unique challenges of learning in cultures that are different than your own are becoming common for many Sensory Practitioners. This workshop will explore culture and how we may impact other cultures we work in, the business case for sensory and product research to guide a company's global portfolio, global research "how to's", and the benefits of working cross-culturally. You should come away from this workshop with greater awareness of considerations that need to be taken into account when testing cross-culturally, some tips and tricks to work more effectively across cultures, and be inspired to engage in cross-cultural research. Get your passports ready!



### Opening Keynote: The Changing Face of CPG

1:30 – 2:45 p.m. • Superior CD

Kevin Ryan, *Former Director of Strategy and Innovation at General Mills*

An overarching analysis of the way consumers are changing, the way industry is changing, and how consumer packaged goods (CPG) must react in order to stay relevant.

**Kevin Ryan, Ph.D.**, appreciates the art of sensory science through 17 years of experience working with the Sensory Scientists at General Mills. With degrees in Gastronomy and Food Science, Kevin worked in multiple businesses in the General Mills portfolio including dry mix development for baking and shelf-stable meals, frozen sauce and frozen vegetable manufacturing, microwave food products, snack bar and cookie platforms, and refrigerated dough. Kevin then managed innovation strategy for General Mills—giving him a unique and valuable perspective into the science through the appreciation of the link between direct application of sensory science and business strategy and results. Kevin currently serves as a Senior Brand Strategist for Amazon in Seattle.



**Professional Development Keynote:  
From Frustrated to FOCUSED: Coming  
to Your Senses for Increased Confidence  
in Communication**

3:00 – 4:00 p.m. • Superior CD  
*Debbie Peterson, President, Getting to  
Clarity, LLC*

Whether you own your own business or work for a corporation—every aspect of your career involves communication with others. Communication is vital for you and your team to succeed but are you aware of what may be sabotaging it? Confident communication is so much more than the words you speak. Take charge of your personal communications and experience the professional results that you deserve!

*Debbie Peterson is a speaker who conducts presentations on how to develop a clear and focused mindset to accelerate results. She speaks to organizations and to help them increase performance through a blend of purposeful action, productivity, and focus on a community of people. As a result of her work, clients often share they have more control of their day, more certainty in making decisions and more momentum for meaningful results. On a personal note, she chases sunshine every winter from Pennsylvania to Florida with the loves of her life, her husband, Tom and a beagle named Ernie.*

**SSP The First 10 Years**

4:00 – 4:30 p.m. • Superior CD  
*Speaker: Jason Newlon, The Procter & Gamble Company*

Ten years ago, the idea of a small group of sensory leaders was born into existence at the inaugural conference of the Society of Sensory Professionals at the Northern Kentucky Convention Center—across the river from Cincinnati, Ohio. Since that time, the society has grown in membership, in conference attendance, in benefits offered to our members, and in stature. Initially staffed by volunteer members of the society, we have grown into a managed organization in partnership with Scientific Societies. Please join us at 4:00 p.m. on Wednesday, September 26, as we take a brief journey down memory lane. We will acknowledge the journey to create the society, to celebrate our past successes, to recognize the leaders that spent countless hours nurturing this idea into reality, and to pay our respects to those leaders that have gone on before us.

**Rockin' Ever After Party—the party doesn't have to end!**

6:15 – 9:00 p.m. • Bar 32 (rooftop)

Grab your colleagues old and new and join us on the rooftop at Bar 32 in the Hilton. Cleveland-based and Cleveland-proud, join your hosts, Opinions LTD, and enjoy cocktails and culinary delights while taking in the remarkable views of the splashing waves of Lake Erie and the cityscape. *This event is hosted and organized by Opinions Ltd.*



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RESEARCH METHODS



**PSYCHOLOGICAL**  
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**NEUROSCIENTIFIC**  
RESEARCH METHODS

**CHECK OUT OUR 3 POSTER PRESENTATIONS  
BY OUR CHIEF NEUROSCIENTIST &  
VP OF INNOVATION, DR. MICHELLE NIEDZIELA,  
& VISIT US *at booths 12 & 13***

**Thursday, September 27**

7:30 a.m. – 5:30 p.m.	SSP Central—Registration Open	5th Level—Lakeside Foyer
8:00 – 9:00 a.m.	<p><b>Scientific Session:</b> Context Throwdown  <i>Moderator: Michael O’Mahony, Davis Sensory Institute</i></p> <p>8:05 a.m. <b>1. Caryn Crawford.</b> Beautiful mess: Leveraging context evaluations for product guidance</p> <p>8:20 a.m. <b>2. Leigh Enderle.</b> How do consumer liking ratings change relative to situational context? Experiencing beer in a taproom versus central location test facilities (CLT).</p> <p>8:35 a.m. <b>61. Christopher Simons.</b> Wine-ing about context—does environment matter? Wine perception and liking in traditional booths compared to a virtual and actual wine bar.</p>	Superior CD
9:00 – 9:45 a.m.	<b>Speed Posters</b>	Superior CD
9:45 – 10:15 a.m.	Exhibits and Refreshments	Superior AB
9:45 – 10:15 a.m.	Poster Author Session I ( <i>Odd-numbered poster presenters and all Speed Poster authors stand by their posters</i> )	5th Level Foyer
10:15 – 11:15 a.m.	<b>Professional Development Session</b>	Superior CD
11:15 a.m. – 12:15 p.m.	<p><b>Scientific Session:</b> Methods—Rapid, Reliable, and Valid  <i>Moderator: Linda Papadopoulos, LP &amp; Associates</i></p> <p>11:15 a.m. <b>4. Siim Koppel.</b> How many consumers are needed for hedonic measurement of overall liking in general sensory studies?</p> <p>11:35 a.m. <b>5. Caroline Withers.</b> Combining traditional quantitative research with real-time analysis of results to facilitate truly agile product development</p> <p>11:55 a.m. <b>6. Mackenzie Hannum.</b> Using engagement to characterize and evaluate differences amongst environments during a sensory evaluation</p>	Superior CD
12:15 – 1:30 p.m.	<b>Student Luncheon and Presentation</b> ( <i>For students. Others, by invitation only</i> )	Veteran CD
12:15 – 1:45 p.m.	Lunch with Exhibits and Posters	Superior AB and Foyer
1:45 – 2:45 p.m.	<p><b>Scientific Session:</b> Individual Differences Between Consumers  <i>Moderator: Curtis Lockett, University of Tennessee</i></p> <p>1:45 p.m. <b>7. Shilpa Samant.</b> Personality traits: An important consideration while predicting hedonic rating and preference rank for basic taste solutions based on intensity perception and emotional responses</p> <p>2:05 p.m. <b>8. Grace Shupe.</b> Characterization of oral tactile sensitivity and chewing efficiency across adulthood</p> <p>2:25 p.m. <b>9. Margaret Thibodeau.</b> Do all thermal tasters have a sensory advantage?</p>	Superior CD
2:45 – 3:15 p.m.	Exhibits and Refreshments	Superior AB
2:45 – 3:15 p.m.	Poster Author Session II ( <i>Even-numbered poster presenters stand by their posters</i> )	5th Level Foyer
3:15 – 3:45 p.m.	Poster Takedown	5th Level Foyer
3:15 – 4:15 p.m.	<b>Workshop:</b> Beyond Food: Sensory Method Adaptation	Veteran CD
3:15 – 4:15 p.m.	<b>Workshop:</b> Industry view: Best Practices for Story-telling with Data	Superior CD
3:15 – 5:00 p.m.	Exhibitor Takedown	Superior AB
4:15 – 4:45 p.m.	Award Ceremony	Veteran CD
7:00 – 10:00 p.m.	Gala*	Rock & Roll Hall of Fame (offsite)

\*Guests, Single Day, and Exhibitors who did not purchase Full Registration must purchase a ticket to attend



## Speed Posters

9:00 – 9:45 a.m. • Superior CD

**Moderator:** Laura Jefferies, Brigham Young University

Selected poster presenters will present their research in three slides and no more than 5 minutes. Many diverse topics and points of view will be presented in a short period of time.

74. **Kelly Van Haren.** What are we up to? The sensory for non-food committee's progress through 2018
25. **Alexandra Grygorczyk.** Research Scientist-Consumer Insights, Complimentary use of a sorting task by a trained panel and a modified CATA by consumers to highlight important attributes of edible flowers
49. **Ellena King.** Sensory & Data Project Leader, Combine & conquer: harnessing the power of comparative and descriptive profiling to understand consumer reactions to subtle product differences in challenging product categories
76. **Huizi Yu.** Effect of Fat and Oil Coating on Dry Cat Food Aroma Properties
79. **Chetan Sharma.** Generating consumer terminology to understand the effects of smoking method and type of wood on the sensory properties of smoked meat
83. **Marianne Swaney-Stueve.** Drivers of liking for smoked pulled pork
87. **Gongshun Yang.** Determination of Drivers of Liking of Rye Breads in Estonian and U.S. Market
91. **Tara Egigian.** Influence of mouth behavior and bitterness sensitivity on consumer acceptability of packaged salads

## Professional Development Session

10:15 – 11:15 a.m. • Superior CD

**Moderator:** Debbie Peterson, Getting to Clarity, LLC

Join us in this interactive session with Debbie Peterson, a follow-up from the Professional Development keynote session. As a participant, you will discover obstacles to more confident communications in your business or career, identify your personal communication style and how it impacts others around you, as well as explore the most common communication styles and how to communicate with them. Participants will also learn the habits of the most successful communicators and put them to work for you, discover how to improve rapport, credibility, and influence with co-workers and colleagues, formulate strategies to build your professional network, and increase clarity and assertiveness in your communication.

## Student Luncheon and Presentation: The Three Phases of a Career in Sensory (plus facts, figures, and things they never tell you)

12:15 – 1:45 p.m. • Veteran CD

**Speaker:** Chris VanDongen

Chris VanDongen is an experimental psychologist who has enjoyed an extensive career in the sensory evaluation field, helping companies make products that consumers prefer. Her early career consisted of teaching experimental psychology at various universities and doing research in sensory, perceptual, and cognitive processes. Her career as a sensory professional has involved research on a variety of sensory questions such as discrimination methodologies, team

*continued*

## Is every serving of your product helping you reach your brand development goals?

With increasing pressures to do more with less, you need access to experts in sensory evaluation and consumer insights who have walked in your shoes and truly understand your challenges. At Covance Food Solutions, we will work with you to understand your unique goals. We will do what it takes to decrease the risks you take and increase your chance of success. Ultimately, it is about providing you quality analysis and greater confidence in your data. We're more than your doing team, we are your thinking team. Contact us today to start the conversation that will lead to your most robust outcomes.



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Food Integrity  
& Innovation

Covance Food Solutions is now Eurofins Food Integrity and Innovation

Thursday continued

tastings, and how value is created and delivered in the sensory role, that she has presented in a variety of sensory venues. She actively contributes to various professional organizations such as ASTM, ISO, and SSP to share best practices and standards in the sensory field. She is currently a Fellow at the University of Minnesota–Twin Cities working in the Sensory Center to create a bridge between the academic world and the business world in sensory and pursue her long-standing research interests. She has a BA in Experimental Psychology from Smith College, a MS in Experimental Psychology from the University of Wisconsin-Milwaukee, and a PhD in Developmental Psychology from George Peabody College of Vanderbilt University.

**Workshop: Beyond Food: Sensory Method Adaptation**

3:15 p.m. – 4:15 p.m. • Veteran CD

**Moderators:** Gaewalin Ricklefs, L'Oreal; Adrienne Johnson, Mane, Inc.

**Speakers:** Amy J. Bowen, Vineland Research and Innovation Centre; Ellena King, MMR Research Worldwide; Lee Stapleton, Sensory Spectrum

Historically, food and beverage evaluations account for the vast majority of research conducted in the field of Sensory Science. For the past several years, the interest of the application of Sensory Science in the field of beyond food products (personal care, cosmetics, pet food, clothing, etc.) has increased dramatically. With this exploration of non-food products, newer challenges are being discovered. Some of these include adapting traditional sensory methods, creating newer evaluation procedures and/or an emphasis on lesser-studied sensory dimensions such as sight, sound and touch. The study of non-food has relied heavily on inspiration from sensory studies on food. Idealistically, in the future, non-food studies will serve as inspiration for food research. The goal of this workshop is to highlight adaptations of traditional sensory methods for products beyond food, present newly created methods, and discuss how developments in non-food research may positively influence food research moving forward.

**Workshop: Industry view: Best Practices for Story-telling with Data**

3:15 – 4:15 p.m. • Superior CD

**Moderator:** Katie Marston, PepsiCo

**Speakers:** Bob Baron, Sensory Spectrum; Jenny Braun, Ipsos; Amanda Grzeda, PepsiCo; Patti Wojnicz, P&K Research

Stories resonate and stick with your audience in ways that data alone does not. Why wouldn't you leverage the power of story when communicating with data? Building on the 2016 Story-telling with Data SSP workshop, industry leaders from different sensory research specialties will discuss their Top 10 best practices of story-telling and visualization for communicating effectively with data. An effective data story can mean the difference between success and failure when it comes to communicating the findings of your study, presenting to business leaders, or simply getting your point across to your audience. The goal of this workshop is to share a real-world perspective and best practices on bringing data to life and using it to communicate a story to an audience, with a focus on simplicity and ease of interpretation.

**Gala\***

7:00 – 10:00 p.m. • Rock & Roll Hall of Fame (off-site venue)

**Fee:** \$195 (Ticket included with Member, Nonmember, and Student Member Registration)



Thursday night's Gala will not disappoint! Join us as we head over to the Rock & Roll Hall of Fame where everyone becomes a rock star. Enjoy food, drinks, and basking in the nostalgia of rock 'n roll legends like the Beatles, Jimi Hendrix, David Bowie and the Rolling Stones. Be one of the first guests to take in the new Rock on TV Exhibit, including artifacts from the Brady Bunch, Saturday Night Live, and MTV Unplugged. So, get ready to have some fun while networking with colleagues during this year's Gala Celebration! **Redeem your Gala ticket onsite at the Rock & Roll Hall of Fame for an exclusive SSP Backstage Pass, which is required for entry into the venue.**

## Friday, September 28

8:00 – 11:30 a.m.	SSP Central—Registration Open	5th Level—Lakeside Foyer
8:30 – 9:45 a.m.	<b>Workshop: Advancing Sensory Science by Integrating Perceptual, Cognitive, and Behavioral Psychology</b>	Superior CD
8:30 – 9:45 a.m.	<b>SSP-Sensometrics Joint Workshop: Designing Consumer-Relevant Testing</b>	Superior A
9:45 – 10:15 a.m.	Break	5th Level Foyer
9:45 – 10:15 a.m.	“Meet the Editor” sponsored by the <i>Journal of Sensory Studies</i>	Superior A
10:15 – 10:45 a.m.	Installation of Officers and State of the Society Address	Superior CD
10:45 a.m. – 12:00 p.m.	<b>Closing Keynote: Lisa Ernst, “A Fireside Chat”</b>	Superior CD

### Workshop: Advancing Sensory Science by Integrating Perceptual, Cognitive, and Behavioral Psychology

8:30 a.m. – 9:45 a.m. • Superior CD

**Moderator:** Greg Stucky, *InsightsNow, Inc.*

**Speakers:** Alissa Galatz, *Tyson*; David Lundahl, *InsightsNow*; Karen Lynch, *InsightsNow, Inc.*; Mimi Sherlock, *International Flavors & Fragrances*

Sensory science and its applications have historically been grounded in the psychology of perception. Sensory professionals involved in the design and development of consumer products are seeking to advance beyond the traditional methods they use for more relevant and impactful insights. This workshop will discuss how to overcome the many psychological sources of errors which impact consumer product research by applying cognitive and behavioral psychology. We will begin by covering psychological sources of error, the role of context, and fast and slow thinking. After this introductory “primer,” three industry leaders will showcase working examples within an interactive forum about how cognitive and behavioral science improved insights for decision making. This will include: (1) a unique application of priming to generate more informative open-ended responses among kids, (2) quantifying how context changes consumer reaction to various food ingredients, and (3) qualitative techniques to identify implicit sensory memories which are then used to enhance the perception of benefits. As a result of this exchange, attendees will leave with a deeper understanding of how to leverage psychology for better consumer insights for faster, more informed decision making.

### SSP-Sensometrics Joint Workshop: Designing Consumer-Relevant Testing

8:30 a.m. – 9:45 a.m. • Superior A

**Moderator:** Veronika Jones, *Mars Petcare Europe*

**Speakers:** Ann Colonna, *Oregon State University*; Krystyna Rankin, *IFF*; Christopher Simons, *The Ohio State University*

**Panelists:** John Castura, *Compusense Inc.*; Dawn Chapman, *Eurofins Food Integrity and Innovation*; Richard Popper, *P&K Research*

With the increasing power of technology and software, consumer and sensory scientists are looking beyond the traditional CLT, to alternative testing methods that better mimic real-world consumer experiences. While this may provide more relevant information on consumer perception and decision-making, statisticians are faced with the challenge of understanding what data are being collected and how to analyze them.

This joint workshop with the Sensometrics Society focuses on unique research (both quantitative and qualitative) designed to capture realistic consumer environments. It will involve presentations from leading researchers in academia and industry on various new technologies and innovative methodologies for both consumer and sensory testing of foods and non-foods. Presenters will

pose questions and challenges to a panel of expert statisticians for a discussion of ways in which we can push the boundaries of Sensometrics.

### “Meet the Editor” sponsored by the *Journal of Sensory Studies*

9:45 a.m. – 10:15 a.m. • Superior A

Meet with the publisher and one of the editors from the *Journal of Sensory Studies* to discuss the publishing process, such as best practices, while writing your paper and how to deal with reviewer’s comments. All questions are welcome!



### Closing Keynote: A Fireside Chat

10:45 a.m.–12:00 p.m. • Superior CD

*Lisa Ernst, Vice President, R&D Global Oral and Personal Health Care, The Procter & Gamble Company*

When it comes to Sensory Science, technical knowledge is foundational. Knowing how to successfully apply that technical knowledge is what drives business success

and keeps the hunger for even more foundational science alive. Developing successful applications of sensory science with key partners external to the field to deliver results is the secret to even bigger innovation! With over 30 years in the consumer packaged goods industry with The Procter & Gamble Company, Lisa knows the value that Sensory Science delivers as a key, trusted business partner. While the Science was born in the food industry, it has become a driving force in the development of non-foods as well and continues to grow. Join the intimate Fireside Chat with Lisa as she highlights the key successes that Sensory Science has brought in the course of her career, on her direct businesses as well as others in P&G, and be challenged as she encourages us to push beyond where we are today to drive the science and the businesses we touch ever onward.

*Lisa Ernst graduated from the University of Kentucky in 1986 with a BS in Chemical Engineering and an Undergraduate Humanities Fellowship. She began her career with Procter & Gamble in 1985 as a summer intern, joining full time in 1986. She has held many positions throughout her 32-year career in Oral Care, Personal Health Care, New Business Development, Microbiology, Hair Care and Pet Care. She currently serves as Global R&D Vice President of Oral Care and Personal Health Care products, and has served on the boards of PGT Health Care and Swiss Precision Diagnostics. She is actively engaged in P&G’s diversity and capability programs, working to ensure all employees can bring their full selves to work. She is a passionate supporter of sensory sciences, and the ability of a purposeful sensory experience to drive consumer delight. Lisa is married and has two sons.*

# Posters

Posters are located in the 5th Level Foyer.

## Poster Schedule

### Wednesday, September 26

11:45 a.m. – 3:00 p.m. Poster Set-Up

4:30 – 6:00 p.m. Cocktail Reception with Exhibits and Posters (*All poster presenters stand by posters*)

### Thursday, September 27

9:00 – 9:45 a.m. Speed Posters

9:45 – 10:15 a.m. Poster Session I (*Odd-numbered poster presenters and all Speed Poster authors stand by their posters*)

12:15 – 1:45 p.m. Lunch with Exhibits and Posters (*All poster authors stand by their posters from 1:15–1:45 p.m.*)

2:45 – 3:15 p.m. Poster Session II (*Even-numbered poster presenters stand by their posters*)

3:15 – 3:45 p.m. Poster Takedown (*Any posters remaining will be discarded*)

## Speed Posters

Selected poster presenters will present their research in three slides and no more than 5 minutes. Many diverse topics and points of view will be presented in a short period of time.

---

## Poster Titles

Speed Poster presenters are indicated with (\*).

21. **Ni Cheng.** Temporal effects of milk protein palate cleaners on capsaicin mouth burn reduction
22. **Brittany Miles.** Comparative tactile sensitivity of the fingertip and apical tongue using complex and pure tactile tasks
24. **Jagoda Mazur.** Investigating the effects of attribute frequency and type in TCATA testing
- 25.\* **Alexandra Grygorczyk.** Complimentary use of a sorting task by a trained panel and a modified CATA by consumers to highlight important attributes of edible flowers
26. **Margaret Thibodeau.** Thermal taste status and emotional response: Implications for food behavior
27. **Rafal Drabek.** Consumers' associations to well being as related to food & beverages, beauty and home care – how U.S., Canadian, and Chinese consumers differ?
28. **Sasha Barnett.** From abstract to recognizable: modeling tendencies of a basic salt solution based on affective reactions
29. **Helena Bolini.** Characterization of low-calorie, traditional and lactose-free chocolate ice cream: acceptance and CATA
30. **Delores Chambers.** Impact of the Proposed Changes to the U.S. Nutrition Facts Panel on Consumer Perception
31. **Edgar Chambers.** "Natural": a consumers perspective.
32. **Gillian Dagan.** Exploration of consumers' attitudes to genetically modified (GM) foods and the effect of different labeling schemes on GMO-free products
33. **Meetha Nesam James.** Lexicon development and napping for the sensory description of rye bread in Northern Europe and the United States
34. **Janelle Elmore.** A study of K–5th graders' level of satisfaction with their school lunch experience
35. **Michelle Niedziela.** Accounting for Taste: Sensory Cohesion and Product Perception
36. **Julie Adams.** Wrap it up – I'll take it home! Application of Hedonext Approach for Cheese Crackers
37. **Lotika Savant.** Influence of nutritional context on product liking and diagnostics for sweetened and unsweetened Applesauce among parents of young children
38. **Weilun Tsai.** Ranking of Dog Preference for Various Cooked Meats
39. **Helena Bolini.** Evaluation of blackberry juice sweetened with different sweeteners using CATA (Check-All-That-Apply)
40. **Helena Bolini.** Identification of drivers of liking in blackberry juice sweetened with different sweeteners: Application of CATA and Time-Intensity (TI) methods
41. **Pam Hartwig.** Potential for attitudinal bias in liking scales
42. **Ashley Soldavini.** Panelist titration methodology using magnitude matching to create individualized sample sets of bitter solutions.
44. **Keren Novack.** You have a promising concept, now what?
45. **Sara Burns.** The effect of test instructions on tetrad performance
46. **Kelly Van Haren.** My clothes are clean, but still smell bad— What's going on? A new method for measuring chronic odor treatment on clothes.
47. **Edgar Chambers.** Development and application of a lexicon to describe the flavor of sorghum varieties
48. **Valerie Mialon.** Using detailed sensory evaluation to provide the insight needed to drive competitive advantage through packaging
- 49.\* **Ellena King.** Combine & conquer: harnessing the power of comparative and descriptive profiling to understand consumer reactions to subtle product differences in challenging product categories
50. **Hannah Laird.** Relationship between individual and consensus descriptive flavor and texture attributes in ground beef patties
51. **Amanda Pizarek.** Getting in home earlier – utilizing consumer made video to capture authentic product usage behavior, product guidance, and associated emotions to accelerate development
52. **Michelle Niedziela.** The case for giving consumers a nudge: behavioral economics in consumer science
53. **John Castura.** Influence of wine composition on consumer perception and acceptance of *Brettanomyces* metabolites using temporal check-all-that-apply
54. **Grace Deubler.** Application of the emoji facial scale across countries and age groups
55. **Janette Pool.** Balancing replications and time to increase power and minimize over-dispersion
56. **John Ennis.** Planning for business relevance when planning sensory difference tests

57. **Edgar Chambers.** A “magic number” of descriptive panelists does not exist
58. **Katie Osdoba.** Descriptive analysis insights: pros and cons of using consensus vs. individual data collection with and without replication
59. **Katy Gallo.** Customizing the JAR Experience
62. **Amy J. Bowen.** Development of a descriptive lexicon to evaluate the sensory characteristics of landscape roses; a complex and varied natural product.
63. **Mackenzie Hannum.** Investigation, development and validation of an engagement questionnaire to be used in sensory evaluations
64. **Todd Renn.** The power of online communities: harnessing co-creation based innovation from concept development through to launch
65. **Jeremy Fishel.** On developing an instrument to quantify the perception of touch
66. **Michelle Niedziela.** Making claims that stick: improving claims using consumer neuroscience
67. **Michael McGinley.** Odor Threshold Determinations: Understanding the Assessor Response
69. **Christopher Leifson.** Synesthetic Sensory Classification 70. **Caryn Crawford.** Implicit Measurement in Sensory Testing
71. **Caryn Crawford.** When Consensus isn't enough...
73. **Denis Seninde.** Determining the Impact of Roast Degree, Coffee to Water Ratio and Brewing Method on the Sensory Characteristics of Cold Brew Ugandan Coffee
- 74.\* **Kelly Van Haren.** What are we up to? The sensory for non-food committee's progress through 2018
75. **Shangci Wang.** Investigation of Monosodium Glutamate and Its Substitutes from Consumer Perceptions and Content of Umami Substances
- 76.\* **Huizi Yu.** Effect of Fat and Oil Coating on Dry Cat Food Aroma Properties
77. **Michael Gasho.** Understanding Scoring Distributions on the 9 Point Hedonic Scale: Modeling and Application
78. **Nancy Dempsey.** A Study on Consumer Noticeability of Performance Differences of Portable Battery-Operated Devices
- 79.\* **Chetan Sharma.** Generating consumer terminology to understand the effects of smoking method and type of wood on the sensory properties of smoked meat
80. **Lauren Sipple.** Consumer insights on strawberry fruit on the bottom of Greek yogurt using qualitative multivariate analysis
81. **Stephanie Meals.** The role of flavor and brand on consumer emotional responses to ice cream
82. **Margaret Hinds.** Does time of day of a CLT influence U.S. consumer acceptability of hot and spicy-pepper flavored snacks?
- 83.\* **Marianne Swaney-Stueve.** Drivers of liking for smoked pulled pork
84. **Michael Tassos.** Creating More Flexible and Efficient Panel Training Techniques
85. **Candice Lucak.** Perceived differences between diabetics and non-diabetics in diabetic drinks
86. **Keren Novack.** Application of Curion QDA® within non-food categories
- 87.\* **Gongshun Yang.** Determination of Drivers of Liking of Rye Breads in Estonian and U.S. Market
88. **John Castura.** Do Window Treatments Protect the Acceptability for Sale of Red and White Wine?
90. **Mauricio Castro.** Willingness to Eat an Insect-based Product and Impact on Brand Equity: A Global Perspective
- 91.\* **Tara Egigian.** Influence of mouth behavior and bitterness sensitivity on consumer acceptability of packaged salads
92. **Edgar Chambers.** Understanding how consumers determine the readiness of wheat and corn dough using the think-aloud technique
93. **Robert Pellegrino.** Multi-sensory Perception of Chemical Heat.
94. **Tyler Murley.** Issues and Successes in Testing a Product Category in an Unfamiliar Country
95. **Amy Donelan.** The use of liking scores, emotional response terms, and emojis to determine the best way to discriminate consumer response to beer samples
96. **Alyssa Bakke.** Descriptive profiles of commercially available stage 2 infant vegetable foods
97. **Lindsey Hamill.** Effect of product claim knowledge on consumer acceptance of boneless skinless chicken breast as compared to acceptance in blind consumer evaluations
98. **Melissa Ciccone.** Sensory characterization of hotel toiletries
100. **Allison Brown.** “These don't even look like chocolate wrappers, they look like tea containers!”—Consumer perception of craft chocolate
101. **Mariah Stewart.** Generating concentration-response functions for taste stimuli and identifying taste phenotypes through the TaStation (TM): an automated high throughput system for the measurement of human taste
103. **Michael O'Mahony.** Should we bother about context? It depends on the type of measurement and the reason for testing.
104. **Melissa Jeltema.** Context setting for improved understanding in design thinking and product research

# Exhibits

The Exhibit Hall is located in Superior AB.

## Exhibitor Schedule

### Wednesday, September 26

11:00 a.m. – 3:00 p.m. Exhibitor Set-up  
 4:30 – 6:00 p.m. Cocktail Reception with Exhibits and Posters

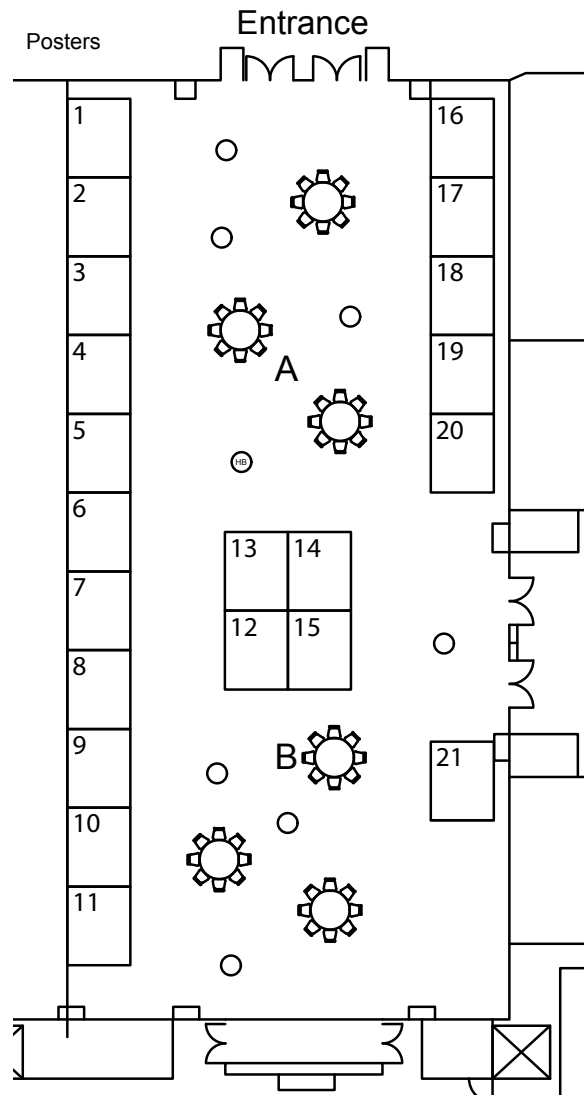
### Thursday, September 27

9:45 – 10:15 a.m. Break in Exhibit Hall  
 12:15 – 1:45 p.m. Lunch with Exhibitors and Posters  
 2:45 – 3:15 p.m. Break in Exhibit Hall  
 3:15 – 5:00 p.m. Exhibitor Takedown

## Booth Assignments (alphabetical by exhibitor)

ASTM International Committee E18 Sensory Evaluation .....	21
Compusense Inc. ....	4 & 5
Curion .....	10
Eurofins Food Integrity and Innovation .....	8
EyeQuestion Software .....	14
HCD Research .....	12 & 13
Insight Counts LLC .....	1
Insights Center .....	7
The Institute for Sensory Research and Blueberry, Owned by Reckner .....	3
L&E Research .....	17
Marketing Systems Group .....	16
MMR Research Worldwide Inc. ....	6
Opinions LTD .....	15
P&K Research .....	18
Reckner Facilities .....	2
RedJade .....	19
SIMS Sensory Panel Cloud Software .....	20
Sensory Spectrum .....	11
Society of Sensory Professionals .....	5th Level Foyer
Watch Me Think .....	9

## Exhibit Hall Map



# Society of Sensory Professionals Committees

The Society of Sensory Professionals is a 501(c) non-profit organization devoted to advancing the science and education of sensory evaluation, including consumer research, and the role/work of sensory professionals, for the purpose of sharing knowledge, exchanging ideas, mentoring, and educating our members.

## Executive Committee

### *Elected Positions*

Chair: Alexa Williams, PepsiCo  
Chair-Elect: Lydia Lawless, Nestlé  
Treasurer: Candi Rathjen-Nowak, General Mills  
Secretary: Nancy Peper, McCormick & Co., Inc.  
Strategic Planning and Nominations Chair: Kristine Wilke  
Communications Chair: Alisa Doan, The Kellogg Company  
Member-at-Large: Kelly Van Haren, The Procter & Gamble Company  
Member-at-Large: Dawn Chapman, Eurofins Food Integrity & Innovation  
Member-at-Large: Katie Marston, PepsiCo  
Past Chair: Jason Newlon, The Procter & Gamble Company

### *Appointed Positions*

Counselor: Richard Popper, P&K Research  
Counselor: Natalie Stoer, General Mills  
Counselor: Gail Vance Civile, Sensory Spectrum, Inc.  
Counselor: Mona Wolf, Wolf Sensory, Inc. D.b.a. The Wolf Group  
Student Representative: Hannah Lynne Laird, Texas A&M University  
Student Representative: Robert Pellegrino, University of Arkansas

### *Liaison Positions*

Editor-in-Chief of the *Journal of Sensory Studies*: MaryAnne Drake, North Carolina State University  
ASTM International Committee E-18 on Sensory Evaluation Chair: Darla Hall, Research Vibe, LLC

## Best Practices Committee

Mona Wolf (chair), Wolf Sensory, Inc. D.b.a. The Wolf Group  
Edgar Chambers, Kansas State University  
Michael Gasho, PepsiCo Sensory  
Adrienne Johnson, Mane, Inc.  
Kenneth McMahon, Mondelez International

## Beyond Food Outreach Chair

Kelly Van Haren, The Procter & Gamble Company

## Communications Chair

Alisa Doan, The Kellogg Company

## Connectors Committee

Marnie Rognlien Paumier (chair), The J.M. Smucker Company  
Carla Conrad, Whole Foods Market  
Alisa Doan, The Kellogg Company  
Sarah Kirkmeyer  
Curtis Lockett, University of Tennessee  
Suzanne Pecore, P & D Consulting LLC  
Robert Pellegrino, University of Arkansas  
Kristine Wilke

## Professional Development Chair

Katie Marston, PepsiCo

## Regional Meeting Coordinators

Lydia Lawless (chair), Nestlé  
Katie Buss, FONA International  
Dawn Chapman, Eurofins Food Integrity & Innovation  
Minghua Cheng, Herbalife  
Ann Colonna, Oregon State University  
Kate Courchane, Target Corporation  
Jeanine Maria De Diana, Defence Science & Technology Organisation  
Christa DeMasie, The J.M. Smucker Company  
Alisa Doan, The Kellogg Company  
Gillian Folkes Dagan, Merieux NutriSciences  
Kimberley Greenwood, InsightsNow, Inc.  
Aimee Hasenbeck, Oregon State University  
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Curtis Lockett, University of Tennessee  
Catherine A. Lynch  
Katie Marston, PepsiCo  
Mary Ellen McCulloch, Herbalife International  
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Chrisly Philip, PepsiCo/Frito-Lay  
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Lauren Rogers  
Rachel Toner, Wawa, Inc.  
Margaret Mary Ann Van De Gevel, Griffith Foods  
Tricia Wilson, The Hershey Company

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Jonathan Kershaw, Purdue University  
Curtis Lockett, University of Tennessee  
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Linda Papadopoulos, LP & Associates  
Gaewalin Ricklefs, L'Oreal

## Strategic Planning and Nominations Committee

Kristine Wilke (chair)  
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Sarah Kirkmeyer  
Lydia Lawless, Nestlé  
Candi Rathjen-Nowak, General Mills  
Richard Popper, P&K Research  
Marnie Rognlien Paumier, The J.M. Smucker Company  
Alexa Williams, PepsiCo

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# Notes

# Notes



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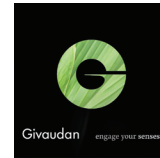


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