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Kia ora everyone! As we bask in the beginnings of summer here in New Zealand, I extend warm greetings to you all, and wish you a Meri Kirihimete / Happy Holidays.

Our 5th Birthday year at Feast continues to unfold with exciting developments.

We recently presented at Pangborn in Nantes, France, updating our global sensory community insights with innovative methodologies that reshape Sensory and Consumer Science.

Fueled by our passion for exploration, we've immersed ourselves in the realm of plant-based creations, exploring flavors and textures that have resulted in enlightening publications, shaping the future of this hot sensory topic.

With the summer Christmas break approaching, our online sensory courses provide an excellent chance to enrich your expertise, but they're not the only option. Our on-site courses kick off in March, ensuring flexibility and accessibility for your training needs.

For registration or to connect with Feast, email us at [Feast@massey.ac.nz](mailto:Feast@massey.ac.nz).

Don't miss out on updates—follow us on [LinkedIn](#):



## A year end reflection

As we approach the end of 2023, we wanted to express our gratitude for your incredible support and engagement with Feast this year. Whether you participated in our sensory sessions, completed our online courses, or collaborated with us on research, your contributions have been invaluable.

As we enter the festive season, we extend warm wishes to you, your loved ones, and your communities. May this time be filled with joy, prosperity, and the happiness of togetherness, no matter the cultural celebrations you embrace.

Looking ahead to 2024, we're excited about the opportunities on the horizon. We have upcoming initiatives and projects that promise further growth and exploration.

This newsletter offers a glimpse into Feast's 2023 journey while highlighting opportunities for continuous learning and development. We're immensely grateful for your continued presence, which contributes to our progress and success. Together, let's pave the way for an exciting and rewarding 2024.

# Elevate Your Insight: Consumer & Sensory Science Courses Await!



Onsite & Online

## Introduction to Sensory Evaluation



Onsite & Online

## Evaluating Consumer Response



Onsite March 2024

## Getting the Most Out of the Sensory and Consumer Toolbox



Onsite March 2024

## Quality Assurance & Control

**Click the links above to find out more!**

# Introducing Our Latest Team Members: Meet the New Minds at the Forefront of Consumer Science



## Jennifer Wagner

Jennifer Wagner who relocated from Scotland, joined Feast in June 2023 as a Research Officer. She actively focuses her research around exploring emotional responses to food and connections with food choices.



## Joyce Leung

Joyce joined Feast in April 2023 as a Research Assistant. Joyce holds an Honours degree in a Bachelor of Food Technology from Massey University. Her academic background and passion for food technology make her an invaluable addition to the Feast team.

# Feast is Five:

## Celebrating Five Tasty Years of Feast



We're thrilled to celebrate Feast's 5th year of groundbreaking research, training, and consultancy! Our past and present researchers have been instrumental in driving Sensory and Consumer Science forward. Explore their remarkable work on LinkedIn and join our specialized courses to unlock the fascinating world of Sensory Science. Whether you want to enhance your understanding of sensory perception or conduct insightful studies, our team is here to assist you. Cheers to five years of excellence, with many more milestones ahead!

# Considering Context: How Digital Environments Shape Food Experiences



Our study delved into plant-based meatball tasting across three distinct environments: the traditional setting, a digital home, and a classical music ambiance. Notably, the congruent home setup significantly heightened liking and emotions—instilling calmness, love, nostalgia, and satisfaction—compared to traditional and discordant settings. Surprisingly, participants experienced increased hopefulness and happiness in the home environment. This study illuminates the important impact of context on preferences and emotions, emphasising digital immersion's potential in recreating diverse dining atmospheres and shaping our culinary experiences as well as adding ecological validity for conducting CLTs.

# Unveiling Cultivated Meat in Aotearoa New Zealand: Exploring Attitudes, Awareness, and Pathways to Acceptance



Surveying 592 A-NZ residents reveals intriguing disparities in cultivated meat (CM) perceptions. Only 52% claim awareness, with significant variations across demographics. Those aware, exhibit more favorable views. Distinct consumer clusters emphasize the need for heightened CM awareness to boost acceptance. These insights underline the diverse landscape of opinions in A-NZ, emphasizing the crucial role of education in fostering CM engagement.

Click [here](#) to read more.

# Sip Science:

## Unravelling How Sipping Methods Reshape the Vanilla Milkshake Experience



Sipping methods wield surprising power over vanilla milkshake perception. Through Temporal Check-All-That-Apply (TCATA), revelations emerged that straw sips magnified attributes like sweetness and astringency, while cup sips enhanced discrimination between milkshake variations. In multiple sip evaluations, intricate product differences surfaced, highlighting the significance of sip count for a comprehensive sensory assessment. Grasping the impact of sipping methods could redefine how beverages are crafted and appraised, reshaping our drink experiences. Click [here](#) to read more.

# Well-being Messages: Revealing Insights into Consumer Preferences and Pricing Trends"



Our analysis of milk powder pricing for Chinese older adults revealed surprising insights into voluntary well-being messages (VWM). Notably, messages like 'no added sugar' and health-related claims drove significant price premiums. Understanding these preferences offers marketers a strategic advantage. Aligning with health-conscious consumers by emphasizing VWM can boost prices without added costs. This discovery not only signifies a shift in consumer behavior but also underscores the potential for leveraging well-being messages in creating a competitive market edge.

Click [here](#) to read more.



# NZOZ 2023:

## Feast in Wanaka, New Zealand



The Feast team presented their latest research in consumer and sensory science at the 17th NZOZ Sensory Symposium in Wanaka, New Zealand. Topics included: How implicit measures give us deeper insights? How consumers engage emotionally with burger patties? What NZers think about cell-cultured meat? and different ways consumers eat snacks!

Feast looks forward to seeing you at The 2024 NZOZ Sensory Symposium in Sydney, Feb 7-9. Find more details, including registration, [here](#).

# Unveiling Verjuice: Transforming Discarded Grapes into Non-Alcoholic Gold



Dr Amanda Dupas de Matos unveils a non-alcoholic opportunity for New Zealand wineries: verjuice derived from discarded grapes. Her research highlights consumer preferences, advocating tailored packaging aligned with verjuice's intended non-alcoholic use. This exploration aims to transform waste into a high-value asset, bridging market desires with winemakers' offerings for a sustainable wine industry.

Click **here** to read more.

# Future Foods Catalyst: Industry Partners Discussion



In late October, colleagues Amanda, Apple and Siew Bee from A\*Star Singapore Institute of Food and Biotechnology Innovation (SIFBI) visited Palmerston North to conduct a comprehensive review of the "Consumer Dimensions of Future Foods" project and explore the upcoming steps as the project approaches its conclusion in 2024. During their visit, they also seized the chance to tour a lifestyle block, embark on a brief hike in proximity to Massey University, explore a local Māori historical site, and pay a visit to the esteemed Feilding Farmers Market.

# Plant-Based Meat Realities: Exploring Myths and Truths



Exploring misconceptions about plant-based meat alternatives, our study debunked four prevalent myths. Taste perception varies widely among consumers; some products resembling meat are highly favored. Contrary to belief, flexitarians largely drive the market, preferring meat-like options, while vegans often opt for vegetable-based alternatives. Nutritional differences exist between PBMA and meat, often unnoticed by consumers. Despite environmental benefits, health drives PBMA consumption more than sustainability. Informed choices cater to individual needs in this diverse landscape.

Click [here](#) to read more.

# SEAWEED:

## The Next Big Star of Alternative Proteins?



Seaweed is gaining attention as a nutritious and delicious plant-based protein alternative. Algae is highly nutritious with a low fat and sodium content and provides a unique umami flavour. Over 20 million tonnes of seaweed were produced in 2011, with 75% going to the food industry. However, Western consumers need to be educated about its health benefits, taste, and affordability. Continuous promotion could help win over young Western consumers.

Click [here](#) to read more.

# Thank You: For All Your Support



Thanks for all your contributions to Feast community. Get in touch if you have any sensory queries. Here's to 2024 and the exciting sensory experiences and discoveries ahead.