

*Insights into Impact*



# 2024 18<sup>th</sup> NZOZ Sensory Symposium

7<sup>th</sup> – 9<sup>th</sup> February 2024

The Vibe Hotel

171 Pacific Highway

North Sydney NSW 2060

AUSTRALIA



australian institute of  
**food science & technology**

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## Welcome Letter

On behalf of the NZOZ organising committee and the Australian Institute of Food Science & Technology (AIFST), I welcome all guests to the 18th NZOZ Sensory & Consumer Science Symposium – Insight Into Impact, held in Sydney, Australia.

A very warm welcome to Dr Conor Delahunty and Susan Spanitz, our keynote speakers who will be covering a range of topics related to how we can ensure we deliver greater in-market impact for the commercial arena.

It is our aim to provide a welcoming and collaborative platform that unites the Sensory & Consumer Science Communities from both Australia and New Zealand and it is our hope that you all walk away with new, or renewed connections, new ideas and new learnings about what is happening within the industry. We gratefully acknowledge the financial and administrative support from AIFST and NZIFST for promoting the event in New Zealand, without whom we could not provide this platform for you all.

I look forward to meeting with you across the three days.

Jodie Hill (QPR, FAIFST)

**Research Director - Sensory Solutions**



## **NZOZ 2024 Committee**

### **Symposium Chair**

Jodie Hill  
Research Director  
Sensory Solutions

### **Organising and Program Committee**

Jodie Hill – Sensory Solutions  
Heather Smyth - University of Queensland, QAAFI  
Gie Liem – Deakin University  
Joanne Hort – Massey University  
Annesley Watson – AIFST  
Mei Peng – University of Otago

### **Special Acknowledgement**

Australian Institute of Food Science and Technology (AIFST)  
New Zealand Institute of Food Science and Technology (NZIFST)

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## Keynote Speaker: Dr Conor Delahunty

Vice President, Global Sensory & Consumer Insights at Symrise Taste, Nutrition and Health



Dr Conor Delahunty is Vice President, Global Sensory & Consumer Insights, Symrise Taste, Nutrition & Health.

Dr Delahunty has >30 yrs experience in underpinning and applied research in flavour science, sensory and consumer science and nutritional science, and with Symrise in the development of new flavour solutions, foods and beverage products. His scientific achievements have application to methods development, understanding the flavour of foods, foods reformulation for health (lower salt, sugar, fat), and demonstration of the role of sensory properties of foods in dietary compliance and eating behaviours. Dr

Delahunty is recognised internationally, having

worked closely within the sensory science community and having (co-) authored numerous scientific research papers and articles.

**Keynote Title:** Science and methods applied to develop consumer preferred flavours

- Introduction to flavour; basic understanding of the science, and the human senses.
- Flavour creation; how are flavour products developed and factors that are considered in the development
- Generating- insights to drive consumer preferred flavour development
- Flavour design guidance and optimization
- Perspectives on AI

**Workshop Title:** Applying flavour technology, data science, and design of experiment to accelerate product development

- Demonstration of roles for flavour in achieving nutritional goals with focus on sugar reduction, sodium reduction and plant proteins

## Keynote Speaker: Susan Spanitz

### Head of Qualitative Research & Strategy at Watch Me Think



Born in the USA, Susan spent the early years of her career working in the UK, Guam, Qatar, Japan and New Zealand as a copywriter, editor and educator.

While at a volleyball tournament in New Zealand, Susan met a woman named Veronika Jones who introduced Susan to sensory and lured her into a role at Fonterra where she would use her teaching skills to train a panel on the key attributes of milk.

After 4 years in dairy, Susan decided it would sound better to say she worked in chocolate so accepted a role at Cadbury. There Susan was immersed in consumer research and found she was more inspired by what end users thought than trained panellists. She spent the next 5 years in confectionery, eventually leading the consumer science team at Mondelez.

Curious about the “other side,” Susan decided to try agency life, first at Colmar Brunton, then at her own consultancy. She’s now Head of Qualitative Research & Strategy at Watch Me Think, an agency who listens to and observes what people do in their natural habitats to understand what brands can do better to make experiences memorable and positive enough to want to engage with that brand again.

**Keynote Title 1:** Consumer and sensory research post COVID- what has changed from the client and research agency side

**Keynote Title 2:** Ethnography in modern times, what can we learn from the things we see but do not hear.

**Workshop:** AI in consumer research, are we overpromising the short term capabilities

## Conference Information

### Venue addresses

**The Vibe Hotel**

171 Pacific Highway, North Sydney NSW 2060

**Greenwood Hotel (Dinner Venue)**

36 Blue Street, North Sydney NSW 2060

**The Firehouse Hotel (Dinner Venue)**

86 Walker Street, North Sydney NSW 2060

### Conference and dinner Attire:

Smart-casual

## Conference Program

Day One- Wednesday, 7<sup>th</sup> February 2024

Miller Room, The Vibe Hotel

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**From 10.00am Registration Opens at the Conference Venue**

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**10.30 am – 10.45 am Welcome Commences**

*Jodie Hill*

**10.45 am – 12.15 pm Keynote Session 1 – Science and methods applied to develop consumer preferred flavours**

***Dr Conor Delahunty***

**12.15 pm – 1.00 pm Oral Presentation Session 1**

*Chair: Mei Peng*

*12.15 pm [S01-01] Do Vapers and Non-Vapers Differ in their Taste and Smell Perception? A Cross-sectional Study of Young Adults*

***Dr Jessica McCormack***

*12.30 pm [S01-02] Investigating the effect of contextual variables on consumer response to plant-based meatball alternatives*

***Rebekah Orr***

*12.45 pm [S01-03] Effects of product experience and information on consumer attitudes and purchase motivation for Australian wattle seed*

***Clare Wijngaarden***

**1.00 pm – 2.00pm Lunch**

**2.00 pm - 3.15 pm Oral Presentation Session 2**

*Chair: Gie Liem*

*2.00 pm [S02-01] Exploring Lipid Fat Size on the Sensory Scale: Impacts on Sensory Quality in Plant-Based and Animal-Based Meats*

***Chao Xue***

*2.15 pm [S02-02] Consumer acceptability of Burdekin plum fruit leather and trail mix*

***Gengning Chen***

*2.30 pm [S02-03] Examining Emotional Responses to dairy and plant-based alternative yoghurt in Virtual Environments: The Influence of Health-Related Information on Consumer Choices*

***Dr Simone Pogessi***



2.45 pm **[S02-04]** Ancient fermentation techniques to obtain a new generation of plant-based meat alternatives

***Dr Raisa Rudge***

3.00 pm **[S02-05]** Creaminess: the journey from consumer perception to predicting creaminess through statistical modelling

***Emily Fisher***

**3.15 pm - 3.30 pm Afternoon Tea**

**3.30 pm – 5.30 pm Workshop:** Applying flavour technology, data science, and design of experiment to accelerate product development

***Dr Conor Delahunty***

**6.15 pm Walking to dinner venue**

**6.30 pm Dinner**

*Dress code: Smart Casual*

Location – Greenwood Hotel, 36 Blue Street, North Sydney NSW 2060

## Day Two - Thursday, 8<sup>th</sup> February 2024

<b>8.30 am - 10.00 am</b>	<b>Keynote Session 2</b> - Ethnography in modern times, what can we learn from the things we see but do not hear <i>Susan Spanitz</i>
<b>10.00 am - 10.30 am</b>	<b>Morning Tea</b>
<b>10.30 am - 12.00 pm</b>	<b>Oral Presentation Session 3</b> <i>Chair: Joanne Hort</i>
10.30 am	<b>[S03-01]</b> Plant-based dietary patterns are linked with reduced odour liking and sensitivities <i>Dr Mei Peng</i>
10.45 am	<b>[S03-02]</b> The role of messengers' expertise on consumer's perceptions of sustainable milk packaging <i>Alicia Stramand</i>
11.00 am	<b>[S03-03]</b> Unlocking Nature's Sweet Secrets – The Future of Mango Breeding <i>Philippa Lyons</i>
11.15 am	<b>[S03-04]</b> Bite the newbie: The promising future of novel strawberry breeding lines <i>Dr Natalja Ivanova</i>
11.30 am	<b>[S03-05]</b> Adapting to evolving consumer preferences and demands in the pineapple industry <i>Ishita Pramanik</i>
11.45 am	<b>[S03-05]</b> Flavour – Advancing the sensory quality of Australian beef. <i>Heather E. Smyth</i>
<b>12.00 pm - 1.00 pm</b>	<b>Lunch</b>
<b>1.00 pm – 2.30 pm</b>	<b>Panel Discussion: Driving Insight into Impact</b>

**2.30 pm - 3.15 pm Oral Presentation Session 4**

*Chair: Annesley Watson*

2.30 pm **[S04-01]** Consumer acceptance of cell cultivated meat, a choice base conjoint study

***Lauren Battle***

2.45 pm **[S04-02]** Unlocking Consumer Associations: The Battle of the Tasks

***Michelle Forrest***

3.00 pm **[S04-03]** Polarised Projective Mapping: A Tool for Rapid Product Discrimination and Characterisation

***Dr Catriona Hay***

3.15 pm **[S04-03]** Determining the optimal pack size to moderate inflation-related price increases

***Jessica Heffernan and Maeva Broch***

**3.30 pm – 4.00 pm Afternoon Tea + Group Photos**

**4.00 pm - 5.30 pm Workshop:** AI in consumer research, are we overpromising the short term capabilities

***Susan Spanitz***

**5.30 pm – 6.15 pm Free time to network or refresh**

**6.15 pm – 6.30 pm Walk to dinner venue**

**6.30 pm Dinner**

*Dress code: Casual*

Location – The Firehouse Hotel, 86 Walker St, North Sydney NSW 2060

## Day Three – Friday, 9<sup>th</sup> February 2024

<b>9.00 am – 10.00 am</b>	<b>Keynote Session 3:</b> Consumer and sensory research post COVID- what has changed from the client and research agency side <i>Susan Spanitz</i>
<b>10.00 am – 10.30 am</b>	<b>Morning Tea</b>
<b>10.30 am – 12.00 pm</b>	<b>Oral Presentation Session 5</b> <i>Chair: Heather Smyth</i>
10.30 am	<b>[S05-01]</b> Does product packaging and label information play a role in consumer purchase decision of Australian honey? <i>Dr Soumi Paul Mukhopadhyay</i>
10.45 am	<b>[S05-02]</b> Estimating prices for “new” aquaculture species: A hedonic pricing approach <i>Lukas Danner</i>
11.00 am	<b>[S05-03]</b> Evaluation of spontaneous fermentation impact on biometrically assessed emotional responses of roasted arabica coffee in consumers <i>Hanjing Wu</i>
11.15 am	<b>[S05-04]</b> Consumer Perception of Cell-cultivated Meat (CCM) - Investigating Australian adult consumer’s expectations and perception <i>Megan Arden</i>
11.30am	<b>[S05-05]</b> Nudging online consumers into making better food choices: the power of nature exposure on healthy food choices <i>Djin Gie Liem</i>
<b>12.00 pm – 1.00 pm</b>	<b>Lunch</b>
<b>1.00 pm - 1.45 pm</b>	<b>Oral Presentation Session 6</b> <i>Chair: Jodie Hill</i>
1.00 pm	<b>[S06-01]</b> Detection of 12.5% and 25% salt reduction in bread in a remote Indigenous Australian community <i>Rozlynn Clarke</i>
1.15 pm	<b>[S06-02]</b> Distinct sensory hedonic functions for sourness in adults <i>John Prescott</i>

1.30 pm **[S06-03]** Consumer perceptions of packaging and food waste to  
reconsider date labels and storage advice  
*Simon Lockrey*

1.45 pm – 2.00 pm **Student Prize Giving**  
*TBC*

2.00 pm **Closing Remarks**  
*Jodie Hill*

## Workshop Information

### **Applying flavour technology, data science, and design of experiment to accelerate product development**

Wednesday, 7<sup>th</sup> February 2024, 3.30pm – 5.30pm

*Dr Conor Delahunty*

Demonstration of roles for flavour in achieving nutritional goals with focus on sugar reduction, sodium reduction and plant proteins

### **AI in consumer research, are we overpromising the short term capabilities**

Thursday, 8<sup>th</sup> February 2024, 3.45pm – 5.15pm

*Susan Spanitz*

This talk will focus on the use of artificial intelligence (AI) in consumer research. The speaker will discuss the potential benefits of AI in terms of improving data quality, reducing costs, and increasing efficiency. However, they will also examine some of the challenges associated with AI, including ethical concerns, data privacy issues, and limitations in short-term capabilities. The speaker will provide insights into how researchers can leverage AI while avoiding overpromising its capabilities.

## Event Sponsors

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