



Co-organised with Singapore Sensory Network

Using the Science of Eating to Stimulate Food Innovation

The eating process is a complex interaction of psychological and physiological factors.

This talk will discuss the biological processes of flavour and texture perception and explain how changing the design of foods can impart different eating behaviours, and subsequently how these different eating behaviours will affect the overall enjoyment, satiety and healthiness of the food products being developed.

Latest instrumental and dynamic sensory techniques will be described with examples of their application demonstrating the unique information that can be obtained from an integrated approach.

This talk will also investigate the latest question in taste research - Is there a fatty acid taste ?

Speaker:
Dr John Grigor

Tuesday, 13 March 2012

6:30 pm

**Tulip Room, Food Haven
Singapore Polytechnic Staff Centre
500 Dover Road, Singapore 139651**

** Enter by Gate 3, Dover Road*

John is a senior lecturer in sensory science at Massey University . Having graduated in 1987 with an honours degree in Food Technology from the University of Reading, he then went on to research in taste science at the same University, completing his PhD in 1990. He has been active in the research and consultancy of flavour, sensory evaluation and product development of foods for most of his professional career, working with a number of companies both as an academic and as an independent consultant.

REGISTRATION

**Limited to
40 Places
Only**

Fee is charged as follows.

Registration is to be received by
Friday, 09 March 2012

Member/Spouse - \$ 14

Student Member - \$ 8

Non-Member - \$ 18

For registration and enquiries, please contact

- Mr Richard Khaw at Tel: 65501523 or Email: Richard_KHAW@nyp.gov.sg
- Ms Shirley Tay Email: events@sifst.org.sg

