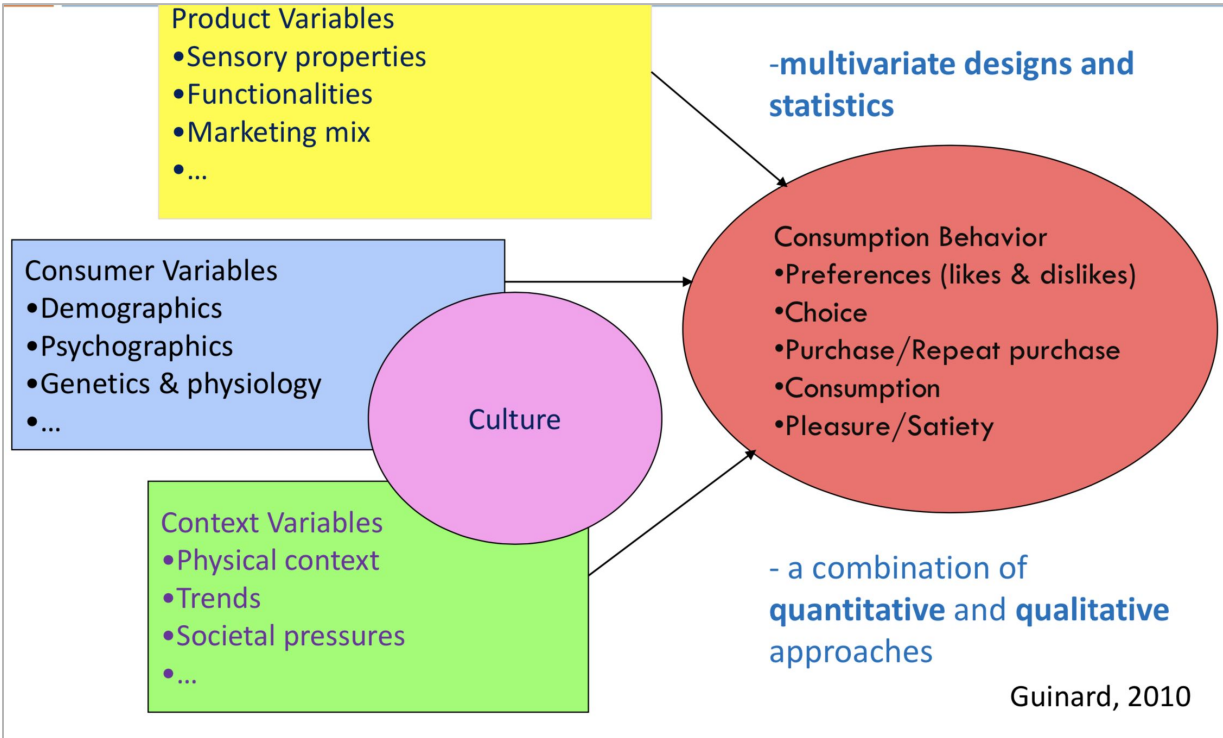# A Novel Tasting Experience

Tarini Naravane, Ekta Naravane Parpia

Introduction

- Tarini Naravane - Phd @ UC Davis in Food Science and BAE, Previously a chef and computer scientist
- Ekta Parpia - Baker & Confectioner specialising in personalised orders

Factors influencing sensory perception

Product Variables
- Sensory properties
- Functionalities
- Marketing mix
- ...

Consumer Variables
- Demographics
- Psychographics
- Genetics & physiology
- ...

Context Variables
- Physical context
- Trends
- Societal pressures
- ...

Culture

-**multivariate designs and statistics**

Consumption Behavior
- Preferences (likes & dislikes)
- Choice
- Purchase/Repeat purchase
- Consumption
- Pleasure/Satiety

- a combination of **quantitative** and **qualitative** approaches

Guinard, 2010

Has the pandemic introduced additional factors?

- Does cooking impact perception ?
- Does the ability to personalise food impact perception ?

Why Banana Bread ?

- Banana Bread among the top 3 recipes
- Banana bread spikes on Google Trends
- Quoted as :
  - "Unofficial baked good of the pandemic" - wellandgood
  - "Low risk- high reward" Delish.com

Interest over time

100

75

50

25

22 Sep 2019   12 Jan 2020   3 May 2020   23 Aug 2020
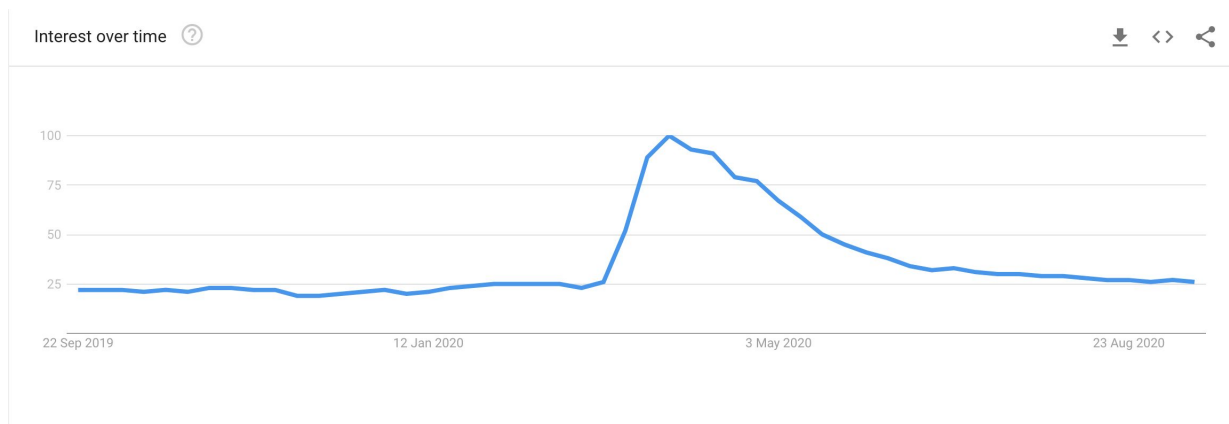
The recipe

We picked this recipe for the ease , and these versatile features

- Mix of Almond, Rice flour - alternative grains in baking cakes
- Oil - options include corn/canola/avocado/olive oil
- Non-refined sugar - options are brown sugar, coconut sugar
- Additions/Omissions - options are nuts, seeds, raisins, chocolate

Tasting Experience

Blind fold tasting of baked & purchased samples by variables.

- Texture - fluffiness, chewability, time to masticate
- Flavour - diversity, complexity
- Filling, Satiety

We also ask you to comment on your experience of cooking the sample in a separate form.

Schedule/Format

21 September - Recipe and video emailed to participants

By 25 September - Questions from participants on the recipe/ingredients or the purchased sample

25 Sept - Tasting questionnaire provided to participants

26-27 Sept - Baking and Tasting

28 Sept - Participants to return the tasting experience forms

7 October - Analyse and present the results

Questions?

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Thank you.

We look forward to your responses !