During this experiment you will be asked to taste chocolate (two small portions).

By participating in this experiment, you confirm that you do not have any impairments when consuming chocolate (i.e. allergies or diabetes), neither an impairment with your senses of taste, smell, or any problems with your visual and hearing capabilities.

For your safety, the personal information that you will here provide will not be shared with anyone else, and it won't be used publicly.

By clicking below, you confirm that you agree with the aforementioned conditions, and you can start the experiment.

Please keep in mind that you can stop participating in this experiment at any time, without any consequences. If you require help, or if you have inquiries, please do not hesitate to call any of

the present research assistants.

Informed Consent

Participant's Informations

Thank you for your participation !

I agree

I disagree

How sour was this chocolate's flavor ?

Not at all

Moderate

Very sour

How much did you like this sound ?

How much did you enjoy the flavor of this chocolate ?

How bitter was this chocolate's flavor ?

How sweet was this chocolate's flavor ?

How strong was this chocolate's flavor ?

How much do you think this song matches with this chocolate's flavor?

How was the texture of this chocolate?

Very hard

Balanced

Very soft

Which chocolate (between WD and TK) do you think is more expensive?

Both have the same price

Would you pay more for a chocolate experience that comes with a song that is able to enhance its flavor? (Compared to the average price of a chocolate without any music?)

How much would you pay for chocolate WD? (Answer in Euros and, as reference, assume 2 EUR as the approximate price average per unit)

Which chocolate did you prefer ?

I like both equally

Which experience did you prefer?

Dear participant, in this experiment, you will taste two chocolates and evaluate your experience by answering a survey. This is a comparative exercise. Please follow the instructions carefully.

Drink some water to rinse your mouth. Afterwards, put on the headphones.

Now, taste the chocolate WD while you listen to the following soundtrack. You must click on the "play" button in order for the sound to start playing. Once you start hearing the sound, put the chocolate inside your mouth and start tasting it.

DO NOT CHEW THE CHOCOLATE IMMEDIATELY !

Let it melt inside your mouth, so you can feel the details of its flavor. You can also close your eyes for better concentration.

When the soundtrack is over, go to the next page and start answering the questions.

If you entered your email at the begining of the experiment, you will receive detailed information about the goals of this work in the upcoming weeks.

The protocol for this experiment was validated by the Ethical Committee of the Katholieke Universiteit Leuven.

If you have any questions, please send them to f.reinosoc@uniandes.edu.com.

We kindly ask you to keep this experience for yourself and not sharing it such that the next participants can enjoy the full experience.

For more informations about our work, please visit the blog http://sonictaste.weebly.com, our twitter page (@sonictaste), or come visit us at the Katholieke Universiteit Leuven.

We hope that you enjoyed this new way of tasting Belgian chocolate !