Looking for PhD candidates with background in Food Science, Gastronomy, Nutrition and related Science with interest in Sensory and Consumer Science and its application to Food Product Development.

Location: Institute of Agrochemistry and Food Technology in Valencia

Summary

The adoption of new plant based products by consumers entails many challenges due to the barriers such as lack of knowledge, unfamiliarity, prejudices, etc. from both a physiological (sensory) and psychological (culture and context) point of view that need to be addressed. The objective of the this PhD research will be to create **new concepts of plant-based with a strong sensory identity and accompanied by social and gastronomic strategies to overcome unfamiliarity of consumers.** It is proposed to study textural and flavour sensations of new products designed by a multidisciplinary team that includes sensory scientists and chefs to identify the flavours that provide pleasure and identity. Secondly, the effectiveness of strategies (social, gastronomic and digital) in nudging consumers towards sustainable and healthy choices will be assessed.