

S 7

Individual variation in taste perception: what happens when we thermally stimulate the tongue?

Joanne Hort (*Massey University, New Zealand*)

Consumers vary in their perception of the same in mouth stimulus. We are aware of the differences in oral processing behaviours across individuals that affect perception and food choice behaviour but, at the same time, there are an increasing number of taste related genotypes and phenotypes which add to the complexity of understanding consumer response to, and choice of, foods and beverages. In this talk, Professor Hort will review current understanding concerning taste phenotypes and genotypes with a particular focus on thermal taster status. Thermal stimulation of the tongue is known to elicit a taste response in some individuals, between 30-50% of the population. These individuals also report a heightened response to some oral stimuli although the mechanisms behind this are not well understood. Here she will explore consumer response to thermal stimulation of the tongue and its consequences for perception and food choice behaviour.