



You're not just getting  
a new **opportunity**.  
You're giving David one.



## Cultural study of product texture preferences

Taste, smell and texture of products must meet the consumers' needs to be successful in the market. Arla Sensory and Consumer Science has many years of experience in consumer science and how to measure consumer preferences.

The Sensory and Consumer Science team is part of Arla R&D, and situated in the brand new Arla Innovation Centre in Skejby from 1st of February.

We offer an inspiring and dynamic work environment, as part of our team and the greater innovation community

### The project we offer you

Is smooching (using your tongue to process food) connected to enjoying products more abundant in Asia? We have recently done research into a theory describing a possible segmentation of consumers into 4 different typical preferred mouth-behaviors. The theory is based on a survey developed in the US (Jeltema et al, 2015) and applied across countries showing interesting differences in the proportion of e.g. "smoochers" versus chewers. The validity of the original survey tool can be questioned, but the results point to a possible difference in in-mouth food processing behavior across Asian and European culture. Our next step is a deep dive into comparison of the food processing tradition, and in preferred textures of traditional and new food products in China versus Denmark

The purpose of the project is to review the sensory hypothesis with cultural and historical insight. We see more possible angles of attack, and welcome your input. We image e.g. to investigate whether there is a cultural tradition leading to significant differences in the types of textures preferred? Is this reflected in the texture of products within a category (database review)? Are the words used by consumers to describe textures reflecting difference in attention to and preferences of textures (like more words for ice in Greenlandic)?

### Student qualifications

Ethnographic or anthropology background of the student is preferred, and a connection to university research. The project can within these constraints be shaped according to the experience and background of the student. We can offer the sensory and consumer science network and experience needed to explore scientific research and support smaller consumer studies.

### How can you apply?

To apply for this thesis topic please send a synopsis and your CV to [thesis@arlafoods.com](mailto:thesis@arlafoods.com) no later than October 26th 2016 with the subject name "Cultural Study". You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 11th 2016.