PERCEPTION AND MULTISENSORIAL CONDITIONING

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AIMS

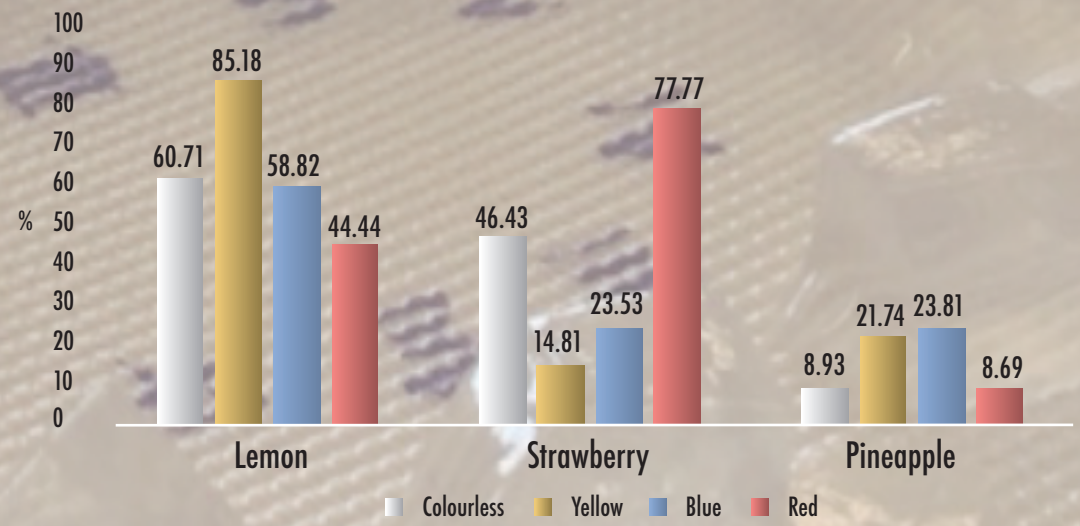
1. Show that the sense of sight plays a very important role in the perception of flavor in food
2. Evaluate the sensory memory limits
3. Determine whether color modulation affects the sensory memory

EXPERIMENTAL PROCESS 1

Aromatic profile	Success (n=56)	Percentage of success (%)
Pineapple	5	8,93
Butter	6	10,71
Apple	7	12,5
Coke	16	28,57
Watermelon	20	35,71
Vanilla	20	35,71
Strawberry	26	46,43
Bacon	28	50
Lemon	34	60,71

Table 1. Success in number and percentage for each aromatic profile.

EXPERIMENTAL PROCESS 2



Graphic 1. Success percentage in color absence and presence for each preferred aromatic profile in jelly.

CONCLUSIONS

1. The sense of sight is essential for the right sensory identification of the flavor component in food
2. The sensory memory of an individual is limited in the process of flavor perception if food has no color
3. The application of color modulation in food is directly related to flavor identification
4. The association between an aromatic profile and a color determine the increase or decrease of the recognition of the flavor in food. This association is not limited to the natural color of the aromatic profile, it also can have a commercial origin