

Announcing...



JBMB® Mouth Behavior
Typing Tool

Consumer Immersive Experience: In Food Texture

February 13-15, 2018

Fee: \$1,575

Early bird (registered by December 1st, 2017) fee: \$1050

Regular (registered by February 1st, 2018) fee: \$1575

*Additional group 20% discount is available to each additional registration when registered at the same time, from the same company. **Academic discount available upon request.

** 25% additional fee applied for registrations after February 1st, 2018. ****If you're a student at Cornell University and are interested in attending, please contact Alina Stelick ap262@cornell.edu to apply. *****Subject to cancellation, if minimum registration number is not met.

Fee includes: all course materials, individual typing via the JBMB® Mouth Behavior Typing Tool, daily lunch and food/beverage break refreshments.

Register online at <http://bit.ly/CUFoodTexture> or contact Alina Stelick ap262@cornell.edu about other payment options/inquiries.

Course Location: Cornell University, Ithaca NY

*For lodging information, visit: <http://www.visitithaca.com/lodging>

*For on-campus short term parking options, visit <https://ipp.cornell.edu/content/short-term-parking-options>

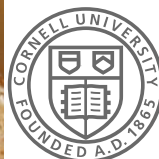
Program: 2.5 day Active Learning Research Workshop

- Day 1 (noon-5pm): Group lunch. Discuss individual perceptions based on JBMB® Typing Tool. Technical review of to date research into Mouth Behavior. Discuss relevance of this research to Product Design and Development and Consumer and Sensory Understanding.
- Day 2 (8:30am-5pm): Live consumer immersion focused on solid and semi-solid food textures (model systems: chips and yogurt): AM- "crunchers", PM- "chewers." Attendees will observe dynamic research and have access to simultaneous analyst interpretation of the research findings and implications.
- Day 3 (8:30 am-5pm): Live consumer immersion: AM- "suckers" and "smooshers." Discussion of the implications for the participant specific product design, assessment and testing needs.

Who should attend? Professionals in Product Development, Consumer and Sensory Sciences

Why?

1. Learn about consumer perceptions of different food textures and be able to apply your knowledge to your product category
2. Learn a new approach/technique to research and be ready to implement it when you return to your team
3. Connect and network with consumer/sensory experts and other professionals across the industry



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CIFS CORNELL INSTITUTE
FOR FOOD SYSTEMS



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