

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>

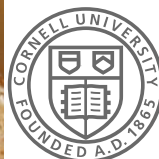
Program: 2.5 day Active Learning Research Workshop

- 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
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