

Understanding and improving the taste of food

Taste is a key factor in food consumption. It is extremely important from both an economic and a public health perspective since it has considerable influence on consumer behaviour.

Through its multidisciplinary research, INRA provides knowledge on what determines the taste of food and a better understanding of its perception.



Pleasure **Sensory perception** Setting up and development of preferences **Olfactory and gustatory sensitivity**
Visual information **Gustatory memory** Dietary behaviour
Taste/price/information interaction in purchases choices



FOOD & NUTRITION
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