Research group: Consumer and Sensory Science



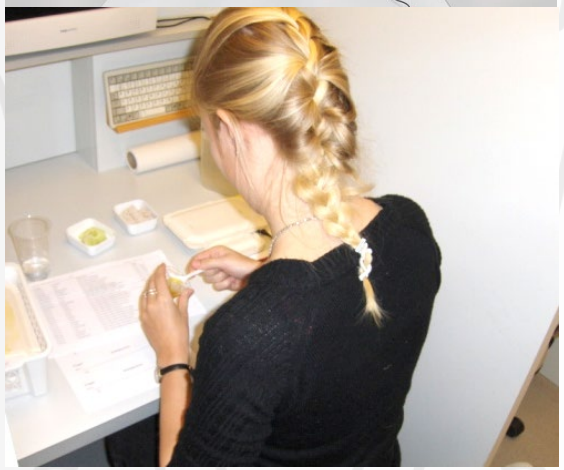


Section for Food Design and Consumer Behaviour (DCB)
Department of Food Science (FOOD)

KØBENHAVNS UNIVERSITET







About UCPH FOOD



- **Total: ~175 staff**
- **40+ Faculty**
  - 6 Tenure-track Assistant Professors
  - 23 Associate Professors
  - 13 Full Professors
- **50+ PhD researchers**
- **45+ Postdocs/assist. prof**
- **15+ Technical staff**
- **15+ Administration**

About UCPH FOOD organisation of research

Section for Design and Consumer Behaviour (DCB)
Qian Janice Wang



Consumer and Sensory Science
Michael Bom Frøst

LCA and Sustainable Food Design
Marianne Thomsen

Aroma and Flavour Science
Mikael Agerlin Petersen

Section for Ingredients and Dairy Technology (IDT)
Mogens L. Andersen



Molecular Food Science
Mogens L. Andersen

Food Proteins
Marianne Nissen Lund

Dairy and Processing
Lilia Ahrné

Food Material Engineering
Remko Boom

'Proteins and analytics'
Mahesha Manjunatha Poojary

Section for Food Analytics and Biotechnology (FAB)
Søren Balling Engelsen



Foodomics
Søren B. Engelsen

Plant Based Foods and Biochemistry
Poul Erik Jensen

Section for Food Microbiology, Gut Health, and Fermentation
Dennis Sandris Nielsen



Gut microbiomes and gut health
Dennis S. Nielsen and Torben S. Rasmussen

Food fermentations and starter cultures
Lene Jespersen and Paulina Deptula

Microbial interactions, biofilms, hygiene and safety
Henriette Lyng Røder and Henrik Siegumfeldt

Molecular biology tools, computational food and health science
Morten A. Rasmussen and Lukasz Krych

Chemometrics and Machine Learning group

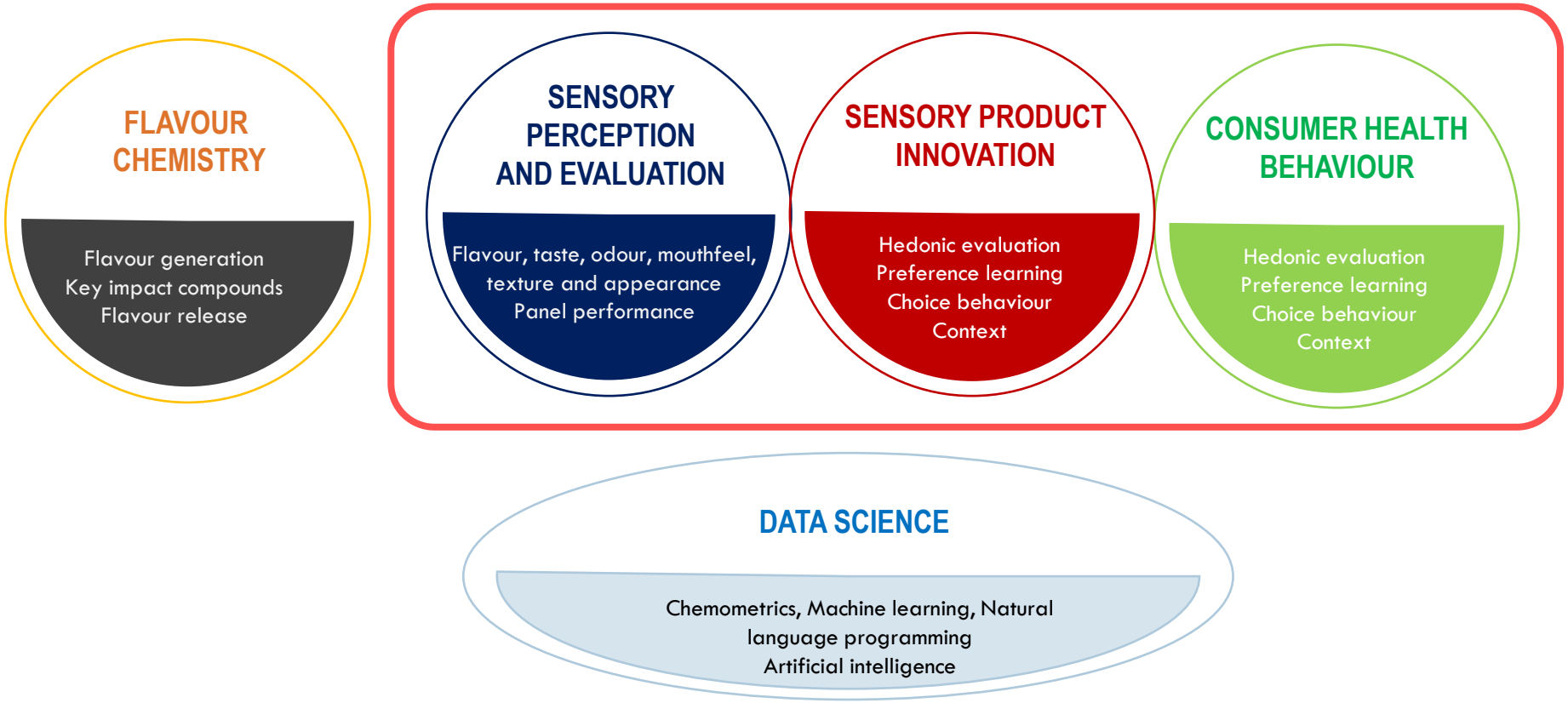
Plant-based Foods group

Dairy group

Beverage group

Nutritional Quality group

DCB: Consumer and Sensory Science research group





Ass. Prof. Michael Bom Frøst
Head of research group



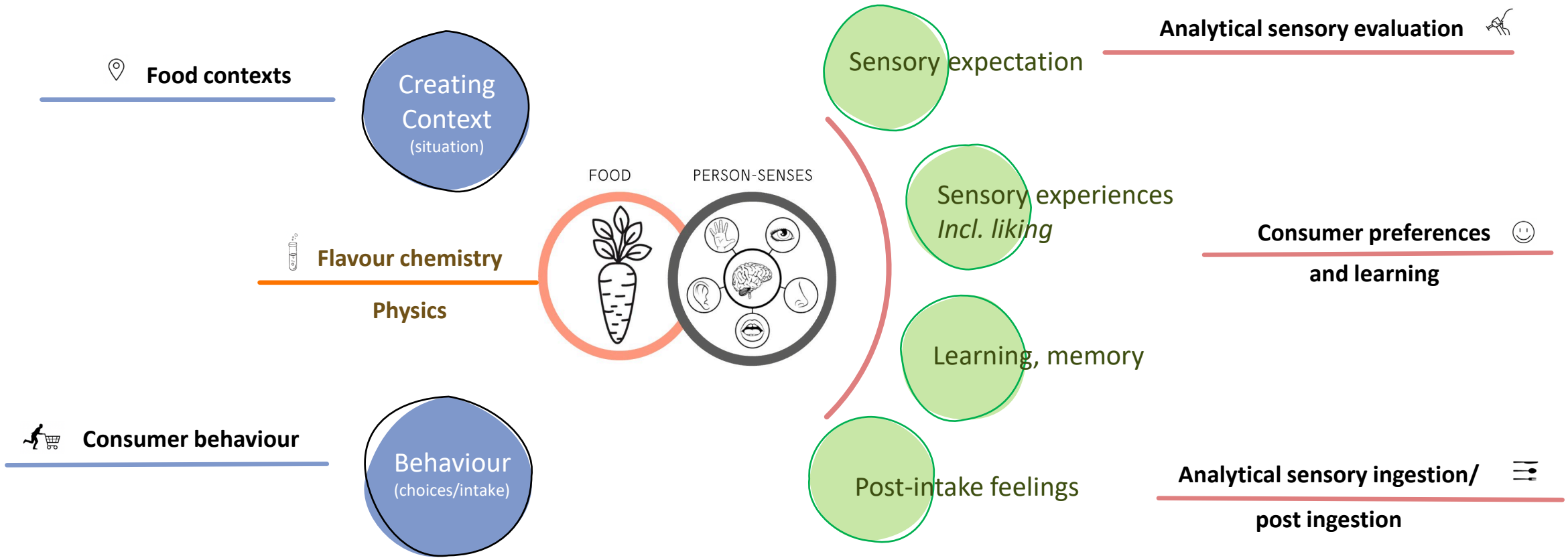
Ass. Prof. Janice Qian Wang



Prof. Wender Bredie

+ Appr. 15 staff
(Postdoc, PhD, Lab. Tech.)

Our research group research fields and competence areas



Future Consumer Lab - established in 2018

Future Consumer Lab

Search...

- **Future Consumer Lab**
- **About Future Consumer Lab**
- Research
- Lab facilities
- Contact FCL
- UCPH FOOD's frontpage

Future Consumer Lab > About Future Consumer Lab

About Future Consumer Lab



Future Consumer Lab (FCL) at the Department of Food Science, University of Copenhagen, is part of the section for Design and Consumer Behaviour. FCL combines research activities and laboratories to learn about consumer preferences for foods and how food design can be targeted for specific consumer groups and eating behaviours.

Head of the FCL



Professor Wender Bredie
Phone: +45 3533 3242
E-mail: wb@food.ku.dk

https://futureconsumerlab.ku.dk/about-fcl/

Sensory evaluation facilities

Analytical panels

- Descriptive analysis panel (appr. 30 assessors)
- Odour analysis panel (appr. 15 assessors)

Consumer panels

- Consumer panel (n=250)
- Elderly panel (65+ years) (n=150)
- Surveys (Marketing agencies: e.g. PureProfile, Haystack)

Collaboration/ad hoc panels

- School children (different studies)
- Various intervention studies (appetite, VR studies, choice studies)
- Citizen science projects (19,000 children)
- GWAS (n=20,000 specialized cohort)

Sensory laboratories

- Discussion room/panel training
- Sensory booths (10 permanent + 10 flex)
- Observation laboratory/Virtual reality
- Gastro science laboratory
- iBuffet and food choice lab







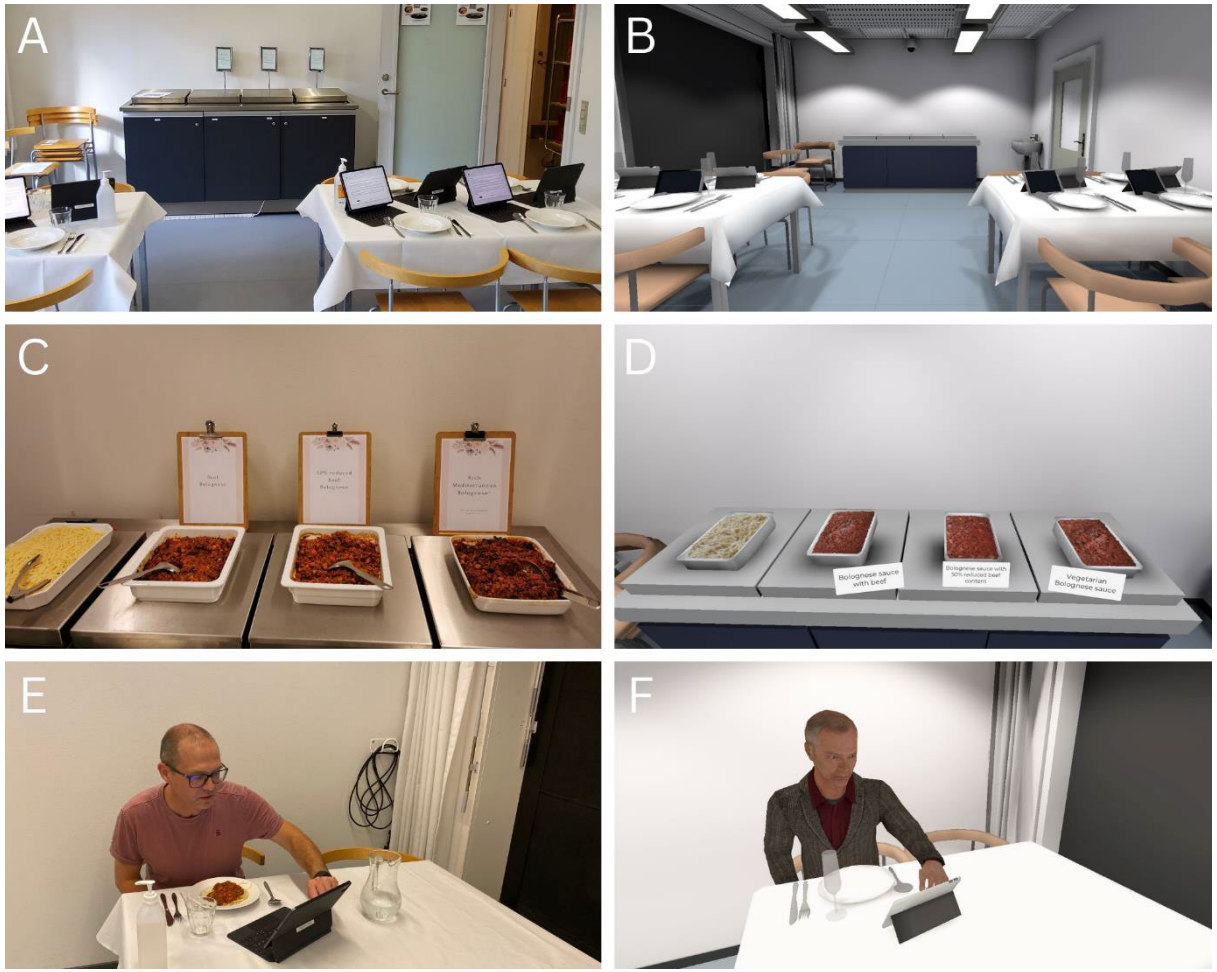
Evaluation Room – choice buffet and observation lab

- iBuffet (2011)
  - Up to 8 stations
  - Choice
  - Consumption
- Cameras, Sound system
- Noldus system





Example: Virtual and buffet choice





Plechatá, A., Hielkema, M.H., Merkl, L.-M., Makransky, G., Frøst, M.B., 2024. Shifting from Information- to Experience-Based Climate Change Communication Increases Pro-Environmental Behavior Via Efficacy Beliefs. Environmental Communication 18, 589–609. https://doi.org/10.1080/17524032.2024.2334727

Culinary research facilities - Gastro Science lab (research) and Gastro lab (Teaching)



- Ca. 60 sqm
- Research and development projects



- Ca. 77 sqm
- Max 18 students

Tak!

We look forward to be part of



FOOD LAB NETWORK

3. ONGOING F4D WEBINARS 14.40 - 14:50 By **Annamaria Recupero** (Siena)

- **SAVE THE DATES** for the upcoming webinars and spread the word

10th December 2026 16:00 CET



Talking about Food

The Role of Language in Human-Food Interaction

10th december 2026, 16:00 CET

Professor Marianna Obrist in conversation with

Ilja M. Croijmans, Assistant Professor in Language and Communication, Radboud University, Nijmegen, The Netherlands

promoted by Multi Sensory Devices Group, University College London

3. ONGOING F4D WEBINARS 14.40 - 14:50 By **Annamaria Recupero** (Siena)

- **PROPOSE** to organise a webinar

The webinar calendar from April 2027 is still open!
You can suggest topics and propose a webinar to help shape the upcoming programme.

The form to propose a webinar is active:
https://docs.google.com/forms/d/1llf_V-hn4Fj_V3Twv1r3RK29OjuSUhoQJY-0PMHZ8X8/edit

You could get in contact with the Siena and Pisa teams for any aspect related to the webinar (organisation, calendar, new proposals…)

Discussion on future collaboration and funding



INSTRUCTION ZONE

The Food Lab Network brings together labs with complementary competences. **Our goal is to become able to collaborate on research as a network**: all together, or among the partners interested in a specific opportunity.

Competition for the same funds exists, and we need to acknowledge it. **This board collects your views on the obstacles to collaboration and your ideas to overcome them**. It is not about choosing a call or forming a group today.

HOW TO USE THIS BOARD

STEP 1 - COLLECTION OF INDIVIDUAL IDEAS
Before the meeting (by Wednesday 11 November)

1. **Look at the three areas.** Each has a theme, a guiding question and a few starter notes from the Milan team (**Please note:** the Milan notes are provocations to start the discussion. They are not positions of the network.)

2. **Add your own notes in any area.** A problem you recognise, or an idea to solve one. One or two lines are enough but your contribution is essential for this activity.

YELLOW problem or concern

GREEN idea, opportunity or solution

STEP2 - In preparation to the meeting (by Milan Team)

Milan team reads the notes and groups similar or recoursive ones, collect concerns and feedbacks. **For each area we highlight 2–3 notes (the most explored or shared both ideas and concerns) around which we activate the discussion during the meeting.**

STEP 3 - DEBATE AROUND SELECTED IDEAS/ISSUES
During the meeting: breakout room (15:10–15:30 CET)

1. **We go through the areas in order** (about 5 minutes each).
   - **One-minute presentation** of the selected hints by the Milan team.
   - **Four minutes for adding notes on the highlighted topcis**: your view, an idea, an example from your lab. You add your thoughts on the board.

2. A rapporteur from the Milan team collects the main points as we go.

3. The rapporteur presents 2–3 main problems and ideas for each area, in about 6 minutes.

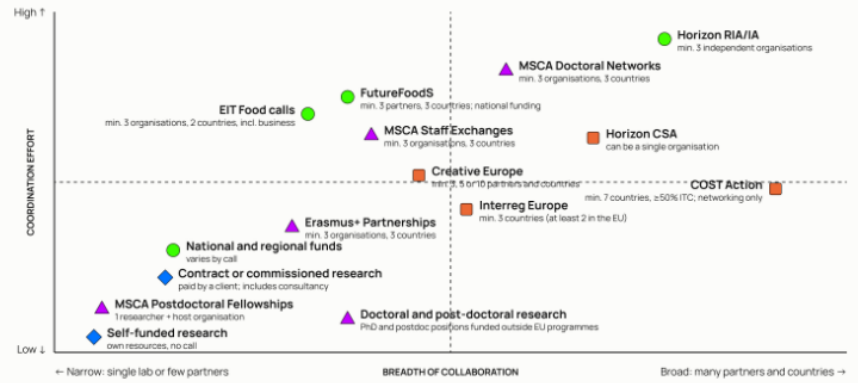
STEP 4 - PLENARY SESSION
We discuss the content of all the 4 rooms (15:30–15:55 CET)

SOME CONTEXT ON THE FUNDING ENVIRONMENT WE COULD OPERATE INTO
(THIS IS NOT A SECTION TO FILL)

Funding types by breadth of collaboration and coordination effort

Indicative positioning. Under each name, the minimum participation requirement or the source of funds.

Research and innovation · Networking and cooperation · Training and mobility · Own or client funds, no call



Indicative positioning by the Milan team. Minimum requirements may not be correct.

Advantages and obstacles for the network, by funding type

Quick reference. The symbol shows what each type funds, as on the map.

Research and innovation · Networking and cooperation · Training and mobility · Own or client funds, no call

FUNDING TYPE	ADVANTAGE FOR THE NETWORK	OBSTACLE FOR THE NETWORK
Horizon RIA/IA	Research at scale; design meets science	Needs a lead and early idea sharing
EIT Food calls	Links food research to business	Needs a business partner and co-funding
FutureFoodS	Food research; funders in most countries	Each partner needs its national funder
MSCA Doctoral Networks	Lasting ties through shared training	Heavy commitment; needs a coordinator
Erasmus+ Partnerships	Fixed lump sums, simple budgeting	Education, not research
Horizon CSA	Funds the coordination itself	No research funding; needs a lead
COST Action	Open community across countries	Country rules limit who can join
Contract or commissioned research	Quick start; answers a real client need	One client; confidentiality limits sharing
Self-funded research	Free choice of topics and partners	Each lab covers its own costs

1) A "DISTRIBUTED" MODEL OF COLLABORATION:

SMALL CONSORTIA, COLLABORATING AND COMPETING ON THE SAME CALLS MINIMIZING OVERLAPS AND DIRECT COMPETITION

Some calls (e.g. FutureFoodS) need only a few partners, so small consortia will form on their own and several labs from the network will apply to the same call. Collaborating and competing at the same time is part of the game. The challenge is to support these groups without overlaps, let other members know that a group is forming, and help each lab stand out without overlapping on the theme or propose.

- Groups form through bilateral contacts, so others find out late, and several groups can end up on the same call unaware of each other.
- There is no shared habit to say "we are organising on this call".
- Telling others can feel like an obligation to include them, or like giving away the idea.
- Saying "we are taking part" also makes everyone aware of the call, and can create unintended competition.
- Labs with similar profiles are hard to tell apart in the same call.

