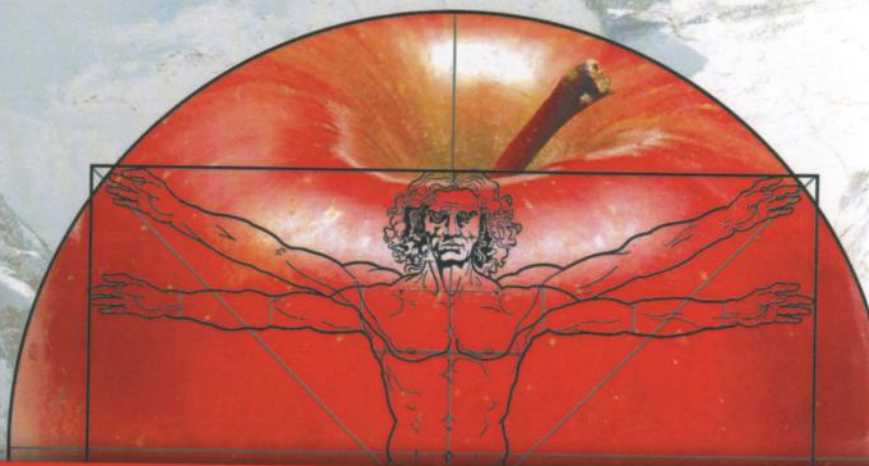


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[P10.27]**Using trendsetting chefs to design new culinary products: Food creations with the “Penjar” tomato**R. Romero del Castillo^{*1}, M. Puig-pey², H. Vilaseca², J. Simó¹, M. Plans¹, F. Casañas¹ et al¹Universitat Politècnica de Catalunya, Spain, ²Fundació Àlicia, alimentació i ciència, Spain

New processed food products are normally marketed only after research into consumers' preferences. So, many traditional varieties are used only for very specific culinary preparations because funds are not available for exploring new products and possible markets for them.

We used trendsetting chefs to develop and evaluate from a hedonic point of view, products with the traditional long life (*alc* gene) “Penjar” tomato type, as a way of enhancing and understanding its gastronomic value. The chefs cooked and compared “Penjar” varieties harvested 3 months before (this long life type of tomato shows a favourable flavour evolution during the first three months of postharvest) with a recently harvested conventional variety of tomatoes. The most appreciated creations based on the “Penjar” tomato were traditional Catalan bread with tomato, tomato sauce, and tomato jam. The qualities most cited by the chefs were its complexity of flavour and balance. Differences in preference between entries of “Penjar” tomato type were also reported. The preparations were also objectively described by a panel of 12 trained judges revealing significant differences between entries, especially between the food products elaborated with the “Penjar” type and conventional tomatoes.

It was not easy to interpret the chefs' assessments through the objective sensory descriptions made by the panellists. So, there is a need to bring the two types of language together to refine the ideotypes for the breeders. Anyway, in a short time and with little funding, our combined approach led to various creations that can help increase the consumption of a peculiar raw material. This is especially important, considering that the business around prestigious landraces is not controlled by large companies that can afford to invest in market studies.

Keywords: Trendsetting chefs, sensory analysis, sensory preferences, *alc* gene tomato
