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# Mapping of Taste Centers and Projects

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Mauve Decan

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**Contents**

Introduction .....2

Maps .....3

Health & Sensory.....4

    1. Restaurant of the Future .....4

    2. Slow Food Education.....5

    3. New Nordic Food II programme .....7

    4. Smag for livet.....8

    5. Madkulturen .....9

Sensory ..... 11

    6. Eveil’O’Goût..... 11

    7. L’institut du goût (The Institute of Taste)..... 12

Other relevant information about taste..... 13

    8. CSGA (Centre of taste and feeding Behavior) ..... 13

    9. The Taste Science Laboratory ..... 14

    10. Flavor Research and Education Center..... 14

    11. Monell Center ..... 15

Conclusion..... 16

Bibliography..... 17

## INTRODUCTION

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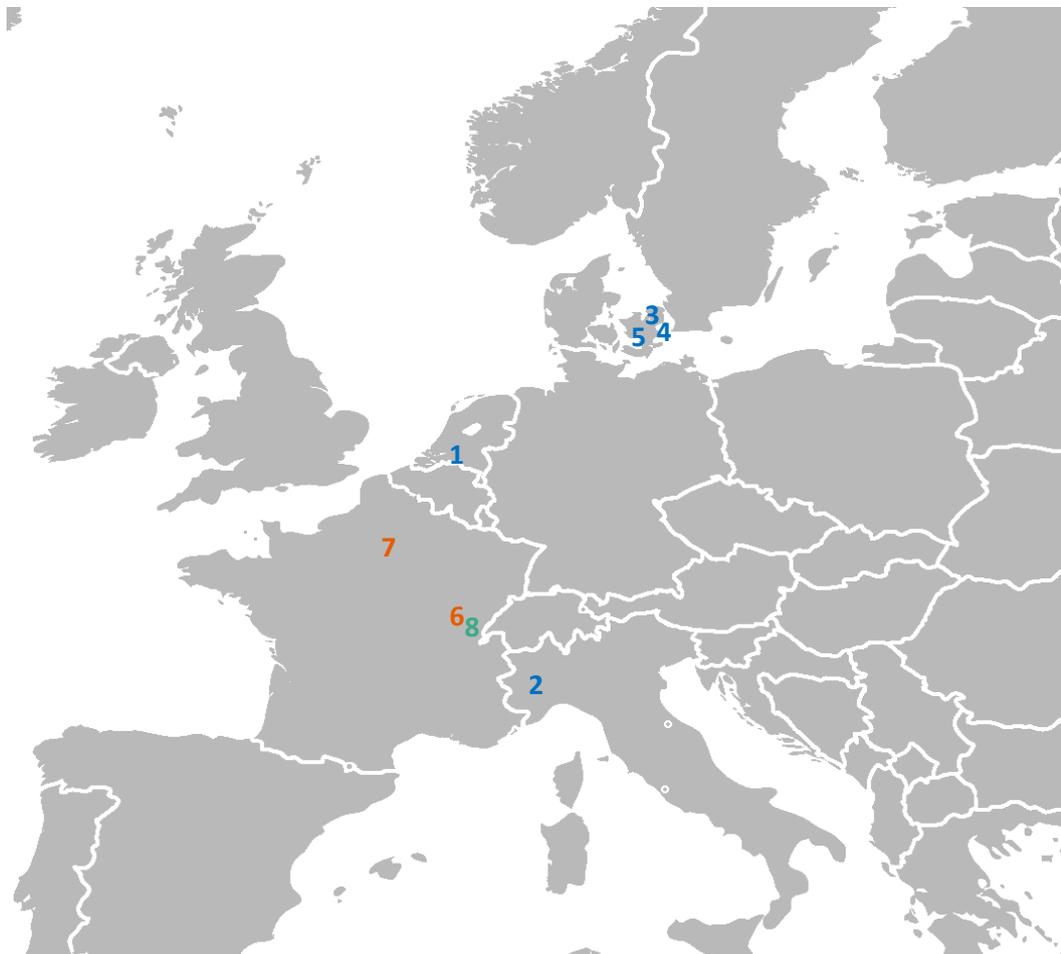
This document is a mapping of organizations, associations or centers in the world that are focused, essentially, on taste. My work is based on research, made on internet, reading of reports and scientific articles, and contact with some of the people involved in the different structures.

This document is divided in three parts. The two first are about projects that aim to raise awareness among people in the domain of health and sensory or just sensory. The main focuses of the projects were tried to be understood, as well as how they were setting up and their financing. The last one called "Other relevant information about taste" is more about organizations of centers performing scientific research about taste, and what relies to it, in order to understand its mechanisms. With these information, a mapping has been made with all the structures or projects that are referring to health and sensory are indicated in blue on the map, the ones only about sensory in orange and the others in green.

This is not, from far, an exhaustive mapping and there is, for sure, a lot of work that is going on about taste in many different ways. It can be used as a tool, depending on what needs to be highlighted. For each structure, an e-mail address and contact details is given.

# MAPS

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## 1. RESTAURANT OF THE FUTURE

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### **PRESENTATION**

At first glance, the Restaurant of the Future is an ordinary restaurant – in fact, it is one of Wageningen UR (University and Research Centre). Looking more carefully, the Restaurant is a research facility where a wide range of controlled research is carried out in the area of sensory insights, consumer behavior and consumer emotions. It is principally working on the base of the nudging, it means giving someone a push (a nudge) in the right direction. Nudges stimulate a specific product choice in a non-coercive way by making changes to the surroundings in which choices are made. They have built up lots of experience in nudging research, especially regarding the use of aromas, light, product information and positioning and product framing.

The Restaurant of the Future is an initiative of Wageningen UR Food & Biobased Research, Noldus Information Technology, Sodexo and Kampri.

### **LAST PROJECTS**

#### *Unconscious influences*

The Restaurant of the Future was the setting for several nudging studies into food choice behavior focused on the influence of environmental variables such as aromas and images. The results show the effects of changing light and aroma, but not always as one would expect. The aroma of vanilla, for example, did not result in more people choosing vanilla desserts, but instead to an increased choice of meat/fish meals over combination meals such as fried rice. Additionally, photos of salads did not lead to an increased choice of salads but to a reduced choice of desserts.

#### *Labelling*

As soon as consumers feel that their choice is being influenced by producers and sellers this can lead to an adverse reaction, which means they might even make the opposite choice to the one they were being nudged towards.

In the Restaurant of the Future, two experiments came with objective information for healthy and sustainable choices (calorie level and the amount of CO<sub>2</sub> produced per portion, respectively). The effects of the labels were mixed. In the CO<sub>2</sub> labelling experiment the lunch moment was shown not to be ideal for actively processing the information and converting it into a (desired) choice. Only a combination of colored labels with a frame of reference and a detailed information flow about consumption and climate effects nudged consumers to occasionally choose a ‘greener’ lunch. They believe that with the right framing (‘this cheese contains fewer calories than the one beside it’, ‘this chicken soup results in less CO<sub>2</sub> emission than the beef soup’) the explicit labels may lead to implicit emotional associations for the desired products and thus to healthier and more sustainable choices.

#### *The Flair study*

It is thought that overweight people may be more sensitive to the sight and smell of foods (‘external food cues’), which are abundant in today’s societies. The four-month Flair study conducted in cooperation with Wageningen University, division of Human Nutrition in the Restaurant of the Future aimed to measure the differences in food cue reactivity between overweight and lean participants.

Heart rate and food choice data showed that overweight participants tended to be less sensitive to their internal state compared to normal weight participants. The implication of these preliminary results will contribute to strategies to combat obesity.

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## 2. SLOW FOOD EDUCATION

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### PRESENTATION

Slow Food Education is a part of Slow Food, a global, grassroots organization linking the pleasure of good food with a commitment to local communities and the environment. Founded in 1989 to prevent disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us. Since its beginnings, Slow Food has grown into a global movement involving millions of people, in over 150 countries. It works, among other things, to teach the pleasure of food and how to make good, clean and fair choices through food and taste education.

The Slow Food national associations are financed by membership fees, as well as additional funds from other sources, such as sponsors and institutions. Slow Food Italy, the oldest national association, boasts the most developed forms of fundraising, including the for-profit publishing house Slow Food Editore *Slow Food* and *Slow Food Promozione*, which organizes major events such as Salone del Gusto, sells advertising space in its publications and sources sponsors that comply with the Slow Food philosophy. In accordance with the statute, Slow Food Editore and Slow Food Promozione reinvest all income into the organization.

### PROJECTS OF SLOW FOOD EDUCATION

#### *Education Handbook*

This handbook is aimed at Slow Food convivium leaders and educators, with the intention of providing them with practical advice on how to turn the principles expressed in Slow Food's education manifesto and policy into reality. To do this, they have selected particularly significant experiences and described some of the teaching methodologies and techniques as well as the operational conditions that facilitate the expression of the manifesto's principles.

#### *To the Origins of Taste, A sensorial education kit*

This kit provides a sensory education course, available in twelve languages. It can be used for groups of all sizes and ages, such as in the classroom or for a family who wishes to try some of the exercises with their children.

It is made up of three parts:

**VIDEO:** Recounted by school children and some nice animations, the video illustrates how the sensory organs function and the exercises that can be done to train and use them with awareness.

**SENSORY COURSE:** Sensory course: six stations to begin exercising the actual senses: taste, sight, smell, touch, hearing and a final poly-sensorial station. Through hands-on games providing conveniently selected products for each encounter, participants are able to get up-close with the sensoriality of food.

**TASTING:** This tasting in particular is a poly-sensorial experience based on tasting three types of apples and three types of chocolates.

### ***European Schools for Healthy Food***

Slow Food is developing a series of activities aiming to improve canteen food services and children's food habits while also guaranteeing a mealtime that combines pleasure with nutrition and care for the planet. The main project carrying out these activities is "European Schools for Healthy Food", a European Commission-funded campaign (AGRI.2010-127). The project, which began in May 2010 and ended in April 2011, involves schools in Belgium, Bulgaria, France, Ireland, Italy, Latvia, Poland, Romania, Northern Ireland and Spain and includes stakeholders such as families, consumers, school canteen services, and also the private and public bodies in charge of education policy.

The overall objective of the project is to promote the consumption of healthy fresh food in school canteens, informing schools, but also the wider network of Slow Food learning communities, about good food habits.

### ***University of Gastronomic Sciences (UNISG)***

In addition to this, Slow Food launched the University of Gastronomic Sciences in 2004, in Bra in Italy, to offer a holistic approach to food academia. Slow Food had a vision: to create a learning institution where gastronomy would be re-defined, giving academic credibility to the field of food studies and training food professionals of tomorrow committed to the Slow Food philosophy of good, clean and fair.

It became the first university of its kind and offering a holistic approach to food studies. It combines humanities and sciences with sensory training and first-hand experience of artisanal and industrial food production with study trips around the world.

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## 3. NEW NORDIC FOOD II PROGRAMME

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### PRESENTATION

New Nordic Food II (NNF II) is a communication programme, under the Nordic Council of Ministers, that promotes Nordic food in the region and internationally. NNF II runs in the period 2010-2014. NNF II focuses on improving meals in homes and institutions, strengthening children's food culture and encouraging local food production and use of food when promoting the region. NNF II sees gastronomy as a valuable creative industry and promotes cooperation with other Nordic creative industries. Nordic food products, taste, health and attractive surroundings are fundamental in all activities within New Nordic Food II.

### LAST PROJECTS

#### *Children & Food in Scandinavia*

The overall goal is to promote healthy living to all children in the Nordic countries. In the autumn 2013, the project Nordic children's kitchen manifesto has been launched:

Every Nordic child has the right to learn how to cook good healthy food

1. Children's food is nutritious and tasty
2. Children's food is prepared from pure, local ingredients according to season and tradition
3. Children's food is ethical and fair
4. Children's meals are regular
5. Children's meals have variety
6. Children's meals activate all the senses
7. Children are surrounded by examples of good food and meals
8. Children are involved in the meal preparation - children can!
9. Children learn different skills and obtain knowledge through shared meals
10. Children have the right to their own tastes and positive experiences with the Nordic food treasures

#### *Nordic Food Diplomacy*

A tool for communication of Nordic values, through the display of food and culinary portrayals for a viewing audience or dinner guests. The expression is used to emphasize the cultural and ideological values in conjunction with other forms of communication.

#### *New Nordic Diet*

What do we know about Nordic food's nutritional qualities? How can the Nordic cuisine's health promoting aspects improve the general state of health? These are some of the questions New Nordic Diet seeks to answer through research collaboration between chefs, food industry, academia and health authorities.

#### *#NORDICFOOD2024*

As 2014 is the last year of the 4-year program, New Nordic Food II is hosting 6 vision workshops #nordicfood2024 to realize the vision of the Nordic Kitchen, in a number of selected areas, in 10 years 'time.

The target group is visionary players, decision-makers in the Nordic Region: chefs, farmers, directors, politicians, influential people, designers, entrepreneurs with an interest in food as a welfare solution.

The different workshops are the following:

1. Does Nordic everyday food live up to the kitchen manifesto?
2. Bioeconomy – opportunities and innovation in Nordic agriculture (food production)
3. Staging Nordic Table 2024 (Food & Creative Industries)
4. Public meals as the future welfare solution
5. The Nordic countries as a sustainable gastronomic region
6. Future Nordic quality and exports products

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## 4. SMAG FOR LIVET

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### PRESENTATION

Smag For Livet is a center with a focus on food taste as the central driver for joy, health, learning, education and craft food with the aim to create opportunities for a better and richer life for the Danish population. Their vision is to open the eyes of Danish about the importance of taste through experiences and practical knowledge. The purpose of the project is to obtain and utilize a research-based knowledge to create general understanding and practice of taste as a basic condition for a good life.

It is an innovative four-year educational project about taste strongly supported by the Nordea Foundation with 37.623 million Kr.

### FOCUS AREAS

#### *GastroFysik*

An example of a new *scientific discipline* is Gastro Physics which includes many aspects of food and taste seen through a physicist or physico-chemist glasses and with applications of physics and physical chemistry robust concepts and techniques. They want to build and operate an experimental science GastroLab to concrete development / testing / measurement / training relating to ingredients, recipes and courses in collaboration with chefs, educators, teachers and researchers that could receive school classes and arrange short-term shelters for practitioners and young talents. And also developing educational and communication materials to integrate the subject in schools as courses and training programs for the staff working at school.

#### *Learning*

The project seeks to develop new understandings of how children's perceptions of and experiences with flavor are created in interaction with both the current social situations and more generally with the surrounding community. Along with the project's focus on science GastroPhysik and food innovation, the project contributes to creating and to test knowledge of sensory and learning in order to develop a taste didactics for use in the education of children and young people.

### **Craft**

In collaboration between scientists, chefs and other innovators they want to develop a basic kitchen with focus on taste. It will include examples of cooking techniques, systematic experimentation with flavors, dishes and recipes all with a focus on taste and health. The development will also include school kitchens where food is produced for (and with) children and young people in schools and secondary schools. The aim is to create a practical and operational knowledge base.

### **CONTACT**

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## 5. MADKULTUREN

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### **PRESENTATION**

Madkulturen works for 'Better food for all' through a focus on quality, growth in the food industry and the welfare of the Danes. It establishes and communicates a valid knowledge base, and creates methodological and conceptual development through involvement across the value chain.

Madkulturen gives home economics courses in elementary school, helps municipalities with innovation growth and welfare on the basis of meal area, increases the quality of food education, disseminates school gardens as a learning space, ensures a valid knowledge base - and more – working with a wide range of professionals.

It is an autonomous organization under the Ministry of Food, Agriculture and Fisheries.

### **PROJECTS**

#### ***Story, A common food tale to strengthen Danish export***

A common food tale is an initiative of the government's "Growth Plan for food" (Vækstplaner). The task is to produce "a common and documentable tale of sustainability and resource efficiency, to strengthen the cohesion of the food sector and support corporate marketing internationally." It must give an attractive and credible estimate of what "Made in Denmark" means, with the involvement of the Danish food industry, relevant organizations and the public all together.

#### ***Culinary licence (Kulinarisk kørekort)***

Culinary license is a course that aims to provide a new and different perspective about food and meals through communication and educational work. It targeted employees in retail food sector with courses that require strategy and involvement from management and HR to enhance knowledge about food, taste and ingredients so that they can assist customers in purchasing situations and increase sales of quality food.

#### ***MADlejr***

Arla Foundation has taken the initiative to create food camps and has partnered with Madkulturen. The culinary task is to develop the framework and content of a school camp for school classes on the 6th - 7th grade with a learning environment that focuses on food, meal, nature and exercise. They participate in alternative and educational courses where they can find the joy of cooking while they get a clear view of

what they eat. They will be incorporated actively in the preparation of their meals while they are getting smarter on commodities, health and sustainability in a 5 days camp.

The focuses are:

Food and meal: Development of cooking skills and insight into the meal significance.

Health and well-being: Insight into and awareness of their own and the community's health and well-being

Sustainability: Insight and understanding of nature, raw materials and resource use

It is a carefully planned process that is built over three phases:

- 'BEFORE MADlejr' put the items as food, health and nature in the school curriculum.

- 'UNDER MADlejr' students work with the meal, raw materials, health and sustainability through various activities.

- 'AFTER MADlejr' the class work on themes, including via a challenge that they have with them from the stay. In this way MADlejr, hopefully, will have an impact of their whole life.

### ***Food Workshops for elderly***

In the long term is desired that food and meals - including food workshops - may be one of the innovative ways of social welfare solutions when the challenge of a growing number of elderly and the growing need for food service must be resolved. With this project, there are potential gains for citizens, employees and the economy.

Roskilde Municipality is the first mover on the testing of a new effort. Daghemmet, in Roskilde Municipality, aims to create a healthy and active life, where older people have the opportunity to use their resources and skills, and where the centerpiece is self-help. The pilot project Food Workshops for elderly people must provide tools and utilities that can help them to maintain or regain the desire and ability to carry food and meal at home. It will contribute to a model of how food and meal activities can be integrated into the daily work activity and how it can be deployed on the welfare of others areas in the municipality and operated as a permanent arrangement.

In conclusion, the pilot project in Roskilde (September-December 2013) has shown that food workshops where older people meet once a week and cook and eat together, give great pleasure and especially strengthens togetherness and community.

After a successful course in Daghemmet, the project is evaluated and reported running to roll out in several of the country's municipalities.

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## SENSORY

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### 6. EVEIL'O'GOÛT

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#### **PRESENTATION**

Eveil'O'Goût is an association created in 2010 with the aims to promote food and sensory education for everyone: children, parents, adults and food professionals, to bring people to rediscover the food act as a social and convivial instant. One other purpose is to increase the value of the individual and cultural differences in the taste domain, to give trust again to people through a sensory approach, to enable everyone to cultivate a more harmonious relation to food.

More than that, Eveil'O'Goût wants to conduct actions that would permit to discover local food to reinforce the link between consumers and producers.

#### **ACTIONS**

- Workshop "Cooking and Senses in family" : being aware of five senses' roles in food and sharing its own impression with other people. Then the second step was for children to cook with their parents without knowing the exact recipe but just by tasting at some point in the purpose to find out what should be added. Thus, they were all guided by their senses.
- Organization of a sensory route where participants had to guess a fruit or a vegetable thanks to their senses. They had to pass in five different little boxes, using each time one of the five senses.
- Organization, in 2014, of the event "de ferme en ferme" (from farm to farm) in collaboration with AFOGG (Collective Training Association in Management). They have welcomed 57 000 visitors, of all ages, in 45 farms. This permitted to promote local products and proximity between producers and consumers. It also help to consumers to enhance their food culture. The first step of this event was to train the farmers to help them to speak about food and the importance of the 5 senses and to learn about animation and degustation practical. This event has been awarded of the "Nid d'Or 2014" from Nestlé Foundation.

#### **IDEAS FOR FUTURE PROJECTS**

- Collaboration with the city of Dijon to create a link between the canteen staff, teachers and children through sensory education
- Creation of a website that will give tools to organize workshops about children developing their senses
- Development and animations about sensory education for a new public: the younger (4/6 years old), elderly people in retirement houses and for autistic children
- Creation and animations of workshop 'Cooking and sensory awakening' with different partners: food bank, cooking equipment producers, food Industry and hotel schools
- Creation of a sensory game

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## 7. L'INSTITUT DU GOÛT (THE INSTITUTE OF TASTE)

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### PRESENTATION

The Institute of the Taste is a French organism interested in sensory perceptions and food behaviour. Created in 1999, its aim is to broadcast the lead about taste advance, to a wide public.

In order to do it, the institute dedicates itself in taste education, especially for the young population, by teaching them to be aware, to use their sensory abilities and to enjoy their food every day. It also proposes formations to industrials and professionals of the food sector to make them discover the unexpected aspects of savouring mechanisms.

### THEIR WORK

#### *Awakening taste with children*

The steps are to familiarize children with taste enjoyment, appreciate all the sensations given by food.

The work is applied

- In classe, 12 lessons are given to children about the 5 senses, aromas, cooking, food preferences, regional specialities, food conservation, information about food and festive meals.
- In school kitchen
- During workshop (20 to 40min) with playful and interactive degustation

#### *Awareness of the adults*

This is done through degustation workshops. Thus, parents and grandparents can learn original ideas on how awakening their children's taste and share a moment of conviviality and enjoyment all together during family meal. The aim is also to explore taste components, factors that influence people's sensory perceptions and the inborn and acquired differences that exist from a taster to another.

#### *For the food professionals*

- Formations that are putting an accent on taste (more than on the characteristics of the product). It is about neurosciences, taste is studied as a multisensory, hedonic and semantic representation, unique for each individual. It is more about active teaching, with a maximum of degustation.
- Scientific advice in sensory analysis

## **CONTACT**

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## OTHER RELEVANT INFORMATION ABOUT TASTE

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### 8. CSGA (CENTRE OF TASTE AND FEEDING BEHAVIOR)

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#### **PRESENTATION**

The Center for Taste and Feeding Behavior is a public research unit dedicated to the study of the different signals coming from food and their impact on feeding behavior both in animal models and human being. The main objective is to get a better understanding of physical-chemical, molecular, cellular, behavioral and psychological mechanisms underlying sensory perception of food.

The CSGA is divided in 11 research groups :

- Molecular interactions, in-mouth breakdown and flavor perception
- Flavor perception: perireceptor events and perpetual interactions
- Mechanisms and plasticity of chemosensory perception
- Sensory perception, Interactions between Glia and Neurons
- Functional plasticity of olfactory sensory neurons
- Brain nutrient sensing and energy homeostasis
- Plasticity of feeding circuits
- Eye, Nutrition and cell signaling
- Development ethology and cognitive psychology
- Development and dynamic of food preferences and behavior
- Culture, expertise and perception

#### **CONTACT**

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## 9. THE TASTE SCIENCE LABORATORY

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### **PRESENTATION**

Edward Bradford Titchener was one of the most influential psychologists in America at the turn of the 19th to the 20th centuries. He developed an experiment-based psychology curriculum that emphasized new discovery and experimentation over rote memorization and repetition of the work of others. Researches in the Taste Science Laboratory is an elaboration on and an extension of Titchener's approach, informed by the extraordinary developments in neuroscience since Titchener's time, coupled with the explicit recognition that phenomena occur in the mind that are not directly accessible to consciousness, but are nevertheless expressed consciously.

They have worked on different problematic as:

How many taster types are there and in what ways do they differ?

How does the strength of mint flavor relate to taste sensitivity?

How do we know what a person's taste sensitivity is?

Why consider the possibility of a relationship between taste sensitivity and personality?

### **CONTACT**

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## 10. FLAVOR RESEARCH AND EDUCATION CENTER

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### **PRESENTATION**

The flavor center is the only U.S laboratory focused on taste and its role in driving flavor acceptance and perception. They strive to develop a science-based understanding of food flavor and related chemistry, in particular, flavor generation, characterization of flavor compounds and flavor delivery in foodstuffs.

It is an open innovative platform with a lot of work sponsored by industry. They want the companies to work together, on common problems so that they can provide an understanding and use it after to develop their competitiveness.

As examples:

-they have helped a dairy protein processing company understand the effects of a proposed ethanol plant next door

-they have developed a strategy to improve the bitter flavors in whole grain bread

-they are developing a revolutionary new way to approach flavor - "flavoromics", derived from the field of metabolomics – essentially the non-targeted approach of rapidly gathering an immense amount of data on a diverse sample set and then mining the data to develop understanding of a complex problem. In our application, the data gathering tools are mass spectrometry-based focused on both the aroma AND taste components of foods.

## **CONTACT**

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## 11. MONELL CENTER

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## **PRESENTATION**

The Monell Center is the world's only independent, non-profit scientific institute dedicated to interdisciplinary basic research on the senses of taste and smell and how these senses relate to human health. Scientists from many disciplines work together to focus on these understandings.

They are working on the following areas :

- Anosmia
- Sensation and Perception
- Neuroscience and Molecular Biology
- Environmental and Occupational Health
- Appetite and nutrition
- Health and Well-Being
- Chemical Ecology and Communication

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## CONCLUSION

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This mapping is a proof of the diversity of the work that is going on about taste with a common goal to make people aware of its importance.

During my research, I have also noticed that there is a lot of collaboration between different organizations or with municipalities. This leads to gather skills, to come with new ideas and, at the end, to learn always more, an important point for improvement.

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