

Session II Lecture 2

Are Tastiness and Healthiness Two Compatible Dimensions? Perspective From French Consumers, Based on Sensory Evaluation and Psychology

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Summary

Tastiness is a very important criteria for consumers to buy foods. It is largely driven by the sensory properties of foods. Taste itself is a strong driver of liking. Salty and sweet foods are very liked by consumers. Fatty foods, because of pleasant texture and good taste, are also liked by consumers. However, nutritional epidemiology indicate that excessive consumption of salt, sugar and saturated fatty acids has a strong negative effect on health, in particular cardiometabolic diseases (hypertension, type 2 diabetes, obesity). In reaction public health authorities developed a front-of-pack labelling to indicate overall food quality to consumers. The development of this label (Nutri-Score) since 2017 has created new expectations in consumers, where healthy food can become perceived as untasty. The current literature in this field will be reviewed, as well as public health policies targeting food reformulation.