

The Centre for Sensory Studies in association with  
John Molson School of Business Marketing Department  
are pleased to present

## **TASTING IN CONTEXT: CONSUMER SENSORY PERCEPTION AND VERMONT ARTISAN CHEESE**

Talk with Jake Lahne, University of Vermont

**When:** Thursday, 12 December, 12:00 – 1:30

**Where:** H-1120, Hall Building,  
1455 de Maisonneuve blvd West  
(Metro Guy-Concordia)

### **Description of Talk**

The **experience** of food in **everyday life** and of artisan foods are both frequently overlooked by sensory science, a discipline of food science which specifically concerns itself with sensory experience. Nor do sensory scientists concern themselves much with artisan foods, being more interested in mass produced foodstuffs. I argue that we must understand sensory perception as an active, social practice; this contradicts sensory-science orthodoxy, but makes the **food experience** accessible for sensory research. Using my research with Vermont artisan cheese as a case study, I present a meaningful attempt to conduct transdisciplinary sensory research, integrating sensory-science methodologies with social theories of human behavior to explain and explore this lacuna in sensory research.

### **Biography**

Jake Lahne is a doctoral student in the University of Vermont's Department of Nutrition and Food Sciences. He holds an MS in Food Science and Human Nutrition from the University of Illinois Urbana-Champaign, and a BA in mathematics from Oberlin College. His research concerns the sensory perception of artisan foods - in particular Vermont artisan cheese. As well as pursuing research into food, he has worked in the industry in various capacities, including as a line cook, farmhand, and cheesemonger.

Open to the public.

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