

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

THE MAP OF MAPLE: DEVELOPMENT OF A SENSORY RESEARCH TOOL FOR VERMONT SUGARMAKERS

Talk with Dr. Amy Trubek, University of Vermont

When: Friday, 13 December, 11:00 – 12:30

Where: MB 6.240, John Molson School of Business,
1450 de Maisonneuve blvd West
(Metro Guy-Concordia)

Description of Talk

Why is it important to pursue transdisciplinary research on sensory evaluation of food from certain places? We at the University of Vermont **Taste of Place** research lab believes that "the whole is greater than the sum of the parts"; our on-going collaborations with scholars trained in other disciplines has made us realize that research that traverses disciplinary domains is necessary if we want to understand the many parts that really make up the whole experience of artisan food and drink in Vermont. In this talk, I will discuss the transdisciplinary collaborations that led to the creation of a sensory tool for Vermont sugarmakers: **The Map of Maple**.

Biography

Dr. Amy Trubek is Associate Professor in the Nutrition and Food Science department at the University of Vermont and Faculty Director for UVM's graduate program in Food Systems. Trained as a cultural anthropologist and chef, her research interests include the history of the culinary profession, globalization of the food supply, the relationship between taste and place, and cooking as a cultural practice. She is the author of *Haute Cuisine: How the French Invented the Culinary Profession* (2000) and *The Taste of Place: A Cultural Journey into Terroir* (2008) as well as numerous articles and book chapters.

Open to the public.

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