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Article

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RESEARCHING THE GAP BETWEEN FOODSTUFF'S ATTRACTIVENESS AND REAL NUTRITIONAL PROFILE – PREREQUISITE FOR STRENGTHENING NUTRITION EDUCATION AND CONSUMER RIGHTS PROTECTION

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Abstract

Consumer's health protection has become a major concern of global public policies, given that overweight and obesity have alarmingly increased, particularly among children and teens. The paper addresses one of the current problems caused by globalization, namely the obvious tendency of young people to choose food products based on organoleptic features and to disregard nutritional quality, with negative consequences on health. An exploratory marketing research was conducted among students for identifying the perceived importance of the sensorial dimension of food products and understanding key dimensions of buying decision process among youth. SAIN-LIM method was used to determine the nutritional profile of foodstuffs with special organoleptic features. Research results clearly show that in industrial foodstuff there is a gap between product attractiveness, which is based on exceptional sensorial properties, perceived by young consumers and real nutritional value of foods, which frequently translates into unbalanced nutritional profiles. To have a balanced diet and a healthy lifestyle, young consumers need to be informed that a tasty and good looking foodstuff is not necessarily healthy. Youth need to be properly educated in order to understand the close relationship between diet, weight and health and to develop a responsible food consumption behavior.

Keywords: sensorial properties, nutritional value, food buying behavior, marketing research, communication campaign, nutrition education, consumer rights.

JEL Classification: M10, M31, Z10

Introduction

The first decade of the twenty-first century has been marked by an increasing interest in the role that consumer plays in the contemporary economy and, therefore, consumers and consumption behaviors are in the spotlight of economic, social and political environments. Consumer protection has a number of important aspects related to the structure of products designed for consumption, for individuals, seen as consumers and, particularly, as buyers. (Petrescu, Dinu et al., 2010). The issues of consumer rights and consumer welfare are

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increasingly important, especially in the current economic climate in which the ability to make informed choices represents a real advantage in consumers' daily life (Saseanu and Petrescu, 2011).

To ensure a high level of consumer health protection, in present days, public health policies all over the world are focused on reducing the impact of chronic diseases. One of the main goals in this approach is the consumers' awareness regarding the connection among diet, weight and health (Procopie and Bobe, 2008; Pamfilie et al., 2011). Despite all these, statistics still show that the prevalence of overweight and obesity is increasing at an alarming rate, particularly between children and teens. This is due to the fact that the new generation of consumers is generally accustomed to eating products made by the modern food industry, characterized by special sensorial properties, but not always with a nutritional balanced profile.

By analyzing the current food supply, we notice that intensive industrialization in the agro-food sector, as direct consequence of globalization, led to a nutritional deterioration through the transformation of whole foods in refined foods, the reduction of natural complexity of alimentary products to industrial simplicity and also by sacrificing food quality for quantity (Polan, 2008).

In addition, the sensorial characteristics of food are not always natural, due to the widespread use of food additives, thus occurring foodstuffs with artificial taste, aroma, color and texture, the consequence being the assortment extension of food products with unbalanced nutritional profiles.

Thus, the gap appears between the exceptional sensory properties of foodstuffs and their unbalanced nutritional profiles. Taste, smell, appearance of the product becomes a hoax for the body, and since food is more attractive and tasty, the more nutritionally unbalanced and unhealthy it is (Mencinicopschi, 2007).

Using modern modification techniques of raw materials, food industry has brought the consumers, especially those from developed countries, into a situation that is the nutritional equivalent of inflation, which means that consumers must eat more to get the same amount of essential nutrients. On the other hand, the over-consumption was also encouraged by the consumption society of the third millennium, which is characterized by a high-availability and accessibility of foodstuffs and a very strong pressure from the food industry, exercised through the media.

After few decades of ultraprocessed foodstuff consumption, based on poor information regarding the health benefits, the balance is sad: people are getting heavier, sicker and underfed.

Thus, we can say that in developed societies, food based on quantity instead of quality led to a new type of consumer – the individual overfed and malnourished at the same time, two features rarely found in the same body throughout the history of our species (Polan, 2008).

That is the reason why, now more than ever, a raising consumers' awareness is required especially in new generation of consumers regarding the links between diet, health and life quality.

The aim of the present paper is to investigate the relationship between the sensorial properties of foods that are frequently consumed today and their nutritional profile. More

accurate, the paper addresses one of the current problems caused by globalization, namely the increased gap between the exceptional organoleptic features of many foods and their low contribution in terms of nutrition and health status, which translates into an unbalanced nutritional profile.

The paper highlights the necessity for improving the nutrition education of the new generation of consumers in Romania and also the necessity of acquiring practical skills for the objective assessment of foodstuff quality.

For a better understanding of the subject we structured the paper in several sections. We begin by a secondary data research regarding the food consumption and buying behavior of the new generation of consumers, in the context of globalization. Next section of the paper presents the research objectives and specific methodology, followed by results and discussions, in the third section. In the final part, we highlight the conclusions and implications of the research results, making recommendations for strengthening the nutrition education among the new generation of consumers in Romania, in order to contribute to better protection of consumer rights in the long term.

1. Literature review on food consumption behavior of young consumers, in the context of globalization

In the present, dynamic and very complex, business environment, we see the crystallization of a new consumers' generation, having a specific consumption behavior and a different approach of food quality than that of more traditional consumer.

Globalization, that has affected the modern society and economy, has also caused some reconsideration regarding the consumer-products relationship. One of these is the consumer propensity to build his identity through products and consumption behaviors (Negrea and Voinea, 2013).

The research conducted in the present paper highlights this tendency related to food products, among the new generation of consumers in Romania.

A literature review on young people consumption behavior and their food choices showed that because they have passed the stage when parents' control prevailed, young consumers have nowadays an absolute personal control over the type of food eaten, its frequency and quantity. A study by George and McDuffie (2008) highlights the considerable influence that young people have on their food choices. Aimed at identifying decisive factors in guiding the food choice of young people, the study showed that the taste is the characteristic which has the critical role.

Young consumers are palate slave, considering that a tasty food which is also good looking has mandatory a good quality. For them, sensorial dimension is the most important criterion in the quality assessment process, being in the meantime decisive in food choice. In general, among young consumers it is obvious the tendency to overlook or disregard an important dimension of food quality, with direct implications on health status, namely nutritional quality. This observation is common within many studies (Beasley et al., 2004; Louis et al., 2007; Davis and Carpenter, 2009), which demonstrate that, in the attempt to change their food behavior, young people are slightly willing to make compromises on taste.

An explanation of young consumers' preference for industrial food, refined and rich in saturated fat and sugars, could be the mental association of this alimentary behavior with the idea of independence and fun with friends; eating healthy foodstuffs being associated with parents' control.

Another argument that supports this trend is that the new generation of consumers, who has formed their eating habits during the time of maximum boost in the food industry, is generally accustomed to eat industrial foodstuffs, which can be shortly characterized by having special sensorial properties, but not always a nutritional balanced profile. These images are stored in the memory of the new generation of consumers (Popescu et al., 2010). Therefore, the possibility of gaining its knowledge, which implies, as it has shown by Carl Gustav Jung (1994), the comparison between the perceived images of the food product and those from memories, is evidently limited. This would explain the new consumer's propensity to generalize the sensorial properties' role in configuring the quality of a food product and to neglect or even to despise nutritional properties.

2. Research objectives and methodology

The hypothesis resulted from the literature review stage show that in the buying decision process of foodstuffs, young people are seduced by sensorial properties, practically disdaining the nutritional profile and exaggerating the role of organoleptic attributes in assessing the quality of a food product.

In order to identify the extent to which the above mentioned dietary behavior is also followed by young Romanian consumers, the objectives of the present study relate primarily to:

- finding out the level of appreciation shown by the new generation of consumers for the sensorial dimension of unbalanced foodstuffs;
- determining the balanced or unbalanced nutritional profile of different foodstuffs with special organoleptic properties and the potential gap between foods attractiveness and their nutritional value;
- understanding the buying decision process, the degree of subjectivity in quality assessment and the specific criteria used by the new generation of consumers in choosing food products.

The research methods applied in order to meet the objectives were the "assessment points' method" for achieving the stage of sensorial evaluation and the "SAIN-LIM method" for developing the stage of nutritional profile evaluation.

➤ Sensorial Analysis

An exploratory marketing research was conducted for finding out the perceived importance of the sensorial dimension of unbalanced foodstuffs and for understanding key dimensions of the buying decision process among the new generation of consumers. This consisted in a sensorial analysis of two categories of foodstuffs, which according to market statistics, are some of the favorite snacks of Romanian young consumers, namely chocolate and biscuits.

The sensorial analysis was applied on two brands selected from each product category, as follows: *milk chocolate* (*Milka* from Kraft Foods and *Kandia* from Kandia Dulce) and *biscuits with cereals and fruits* (*BelVita Start* from Kraft Foods and *Fit* from Kandia Dulce).

The research target was composed of Romanian students, from the Faculty of Commerce of The Bucharest University of Economic Studies. The initial sample included over 150 students, men and women that achieved the sensorial analysis by using the assessment points' method. From the total number of respondents, 120 students have analyzed both categories of foodstuffs. The results of this final sample have been considered for the present paper, in order to ensure data comparability for selected brands. The research was developed in the first semester of the academic year 2013-2014, taking place in specialized laboratories of commodity science.

Students received a sample from each brand product. They have evaluated the sensorial characteristics (aspect, color, consistency, flavor and taste), by awarding points from 0 to 4. The instrument used by the students to award points for each sensorial characteristic was the semantic differential scale (Szwarc, 2005). The scale has five gradations, showing the extent to which a subject likes or dislikes a particular feature, where: 0 is inappropriate, 1 is appropriate, 2 is good, 3 is very good and 4 is excellent (Hill and Alexander, 2000).

In order to achieve the process of data collection, students completed sensorial analysis forms for both brands of each product category, awarding points for the evaluation of all sensorial characteristics.

➤ *Evaluation of the Nutritional Profile*

The SAIN –LIM method was used to determine the balanced or unbalanced nutritional profile of foodstuffs with special organoleptic properties and the potential gap between foods attractiveness and their nutritional value. This method, developed by a team from the INRA/INSERM Joint Research Unit on Human Nutrition in Marseille and released in 2009 by the French Food Standard Agency, is based on two indicators (SAIN and LIM).

The SAIN indicator summarizes the favorable aspects of foodstuff and estimate the average percentage of the recommended daily intake for essential nutrients with benefit on health, so called positive nutrients (proteins, fiber, vitamins, minerals, unsaturated fatty acids) and it is calculated using the formula (Darmon et al., 2009; Achir et al., 2011):

$$SAIN = \frac{\sum_{i=1}^n \frac{Nut_i}{RV_i} \times 100}{n} \times 100$$

Where: Nut_i is the quantity of positive nutrients in 100 g of foodstuff, RV_i is the daily recommended value for nutrient i , n is the number of positive nutrients and E is the energy content of 100 g of foodstuff (in kcal/100 g).

The acceptability threshold: SAIN > 5

The LIM indicator summarizes the adverse aspects of food and is based on nutrients that must be limited (saturated fatty acids, added sugars, sodium or salt) and it is calculated using the formula (Achir et al. 2011):

$$LIM = \frac{\sum_{j=1}^3 \frac{Nut_j}{MRV_j}}{3} \times 100$$

Where: Nut_j is the content of negative nutrients in 100 g of foodstuff, and MRV_j is the daily maximal recommended value for nutrient j .

The acceptability threshold: LIM < 7,5.

In order to establish the nutritional profile of a foodstuff, the values of SAIN and LIM indicators must be compared with the acceptability thresholds.

According to the values of SAIN and LIM, foodstuffs should be classified in four classes (Darmon 2007):

- Class 1 (SAIN > 5 and LIM < 7,5) – includes foodstuffs recommended for health;
- Class 2 (SAIN < 5 and LIM < 7,5) – includes neutral foodstuffs, which should be consumed in combination with foodstuffs belonging to Class 1;
- Class 3 (SAIN > 5 and LIM > 7,5) – includes foodstuffs which should be only occasionally eaten;
- Class 4 (SAIN < 5 and LIM > 7,5) – includes foodstuffs which should be sparingly eaten or should be better avoided in consumption.

3. Results and discussions

In order to establish the sensorial quality class of each product, individual scores, awarded by students within the marketing research sample, were centralized in summary sheets, one for each product and then it was determined the average scores, using the facilities offered by Excel spread sheet.

Then, the average score calculated for every sensorial characteristic was multiplied with a weight factor, which was established by taking into account the importance of each sensorial characteristic, as follows in Table 1 (Diaconescu and Păunescu, 2003).

Table no. 1: Weighting factors according to foodstuff's category

Sensorial characteristics	The weighting factor	
	Chocolate	Biscuits
Aspect	1	1
Color	0,5	0,5
Consistency	1	0,75
Flavor	1	0,75
Taste	1,5	2

Source: original

Finally the total amount of points was calculated for each product (which can be maximum 20 points).

To determine the quality class, the algorithm presented in Table 2 was applied. It was based on calculating the percentage of the total weighted average score obtained by each product in the total 20 points of the scheme.

Table no. 2: Algorithm for quality class assessment

% of the total weighted average score in total (20 points)	Quality class
90-100%	Excellent
70-90%	Very good
50-70%	Good
30-50%	Appropriate
< 30%	Inappropriate

Source: I. Diaconescu, C. Păunescu, Sensorial Analysis. (Bucharest: Uranus, 2003)

Table 3 shows the frequency scores for each sensorial feature of both chocolate brands.

Table no. 3: Frequency scores for chocolate brands

Sensorial characteristics	Awarded points	Frequency	
		Milka	Kandia
Aspect	4	94	69
	3	19	28
	2	7	23
	1	0	0
	0	0	0
Color	4	114	98
	3	6	22
	2	0	0
	1	0	0
	0	0	0
Consistency	4	90	67
	3	7	15
	2	23	38
	1	0	0
	0	0	0
Flavor	4	96	63
	3	16	34
	2	8	23
	1	0	0
	0	0	0
Taste	4	102	35
	3	18	42
	2	0	43
	1	0	0
	0	0	0

Source: original

Table 4 shows the weighting average score calculated for each sensorial characteristic of the two brands of milk chocolates.

Table no. 4: Weighting average score of chocolate brands

Sensorial characteristics	Weighting factor for chocolate	Average score		Weighting average score	
		Milka	Kandia	Milka	Kandia
Aspect	1	3,73	3,38	3,73	3,38
Color	0,5	3,95	3,81	1,98	1,91
Consistency	1	3,56	3,24	3,56	3,24
Flavor	1	3,73	3,33	3,73	3,33
Taste	1,5	3,85	2,93	5,78	4,4
Total				18,77	16,27

Source: original

The total weighting average score obtained by Milka chocolate is 18,77 points, while that obtained by Kandia chocolate is 16,27 points of a maximum of 20 points. According to these research results, the analyzed chocolate brands can be classified as follows: Milka within the “Excellent” quality class and Kandia within the “Very Good” quality class.

Table 5 shows the frequency scores for each sensorial feature of the two brands of biscuits with cereals and fruits.

Table no. 5: Frequency scores for biscuit brands with cereals and fruits

Sensorial characteristics	Awarded points	Frequency	
		BelVita Start	Fit
Aspect	4	109	76
	3	7	16
	2	4	28
	1	0	0
	0	0	0
Color	4	98	54
	3	17	48
	2	5	18
	1	0	0
	0	0	0
Consistency	4	84	27
	3	19	81
	2	17	12
	1	0	0
	0	0	0
Flavor	4	91	38
	3	23	69
	2	6	13
	1	0	0
	0	0	0
Taste	4	64	26
	3	49	83
	2	7	11
	1	0	0
	0	0	0

Source: original

Table 6 shows the weighting average score calculated for each sensorial characteristic of the two biscuit brands with cereals and fruits.

Table no. 6: Weighting average score of biscuit brands

Sensorial characteristics	Weighting factor for biscuits	Average score		Weighting average score	
		BelVita Start	Fit	BelVita Start	Fit
Aspect	1	3,87	3,4	3,87	3,4
Color	0,5	3,77	3,3	1,88	1,65
Consistency	0,75	3,55	3,12	2,67	2,34
Flavor	0,75	3,71	3,21	2,78	2,41
Taste	2	3,475	3,125	6,95	6,25
Total				18,16	16,05

Source: original

The total weighting average score obtained by BelVita Start biscuits is 18,16 points, while that obtained by Fit biscuits is 16,05 points of a maximum of 20 points. According to these research results, the analyzed biscuit brands can be classified as follows: BelVita Start within the “Excellent” quality class and Fit within the “Very Good” quality class.

In Figure 1 are analyzed by comparison the weighting average scores obtained by each sensorial characteristic for biscuit brands with cereals and fruits and chocolate brands. Between the two biscuit brands, BelVita Start obtained higher scores in all sensorial characteristics than Fit brand, while of the two chocolate brands, Milka obtained higher scores in all sensorial characteristics than Kandia brand.

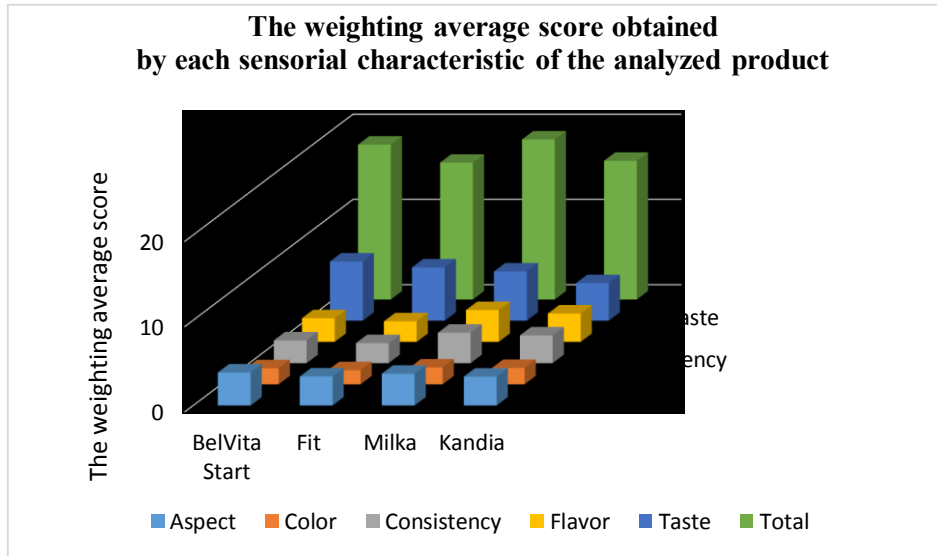


Figure no. 1: The weighting average score obtained by each sensorial characteristic of the analyzed products

Source: original

Students have known the identity of each product brand at the time of sensorial evaluation. Regarding both biscuit and chocolate products, the higher ranks in all sensorial characteristics recorded by the brands with greater notoriety on the Romanian market (Figure 1), could be the result of the mental association that students make between brand image and product quality. As Onete and Popescu (2010) noted in their study, a transcendence of the brand from a material to a symbolic level can be observed, and, in this way, a juxtaposition of the brand over the concept of quality takes place. That’s why the new generation of consumers commonly associates product quality to brand notoriety and global image. Because Milka and BelVita Start are well known brands on the Romanian market, their images being intensively supported through a variety of marketing communication techniques, students were given higher scores, associating brand reputation with a higher level of quality.

For evaluating the nutritional profile of the specific products analyzed in the present research, the nutritional information from brands’ labels was used to calculate SAIN and LIM indicators (Table 7).

Table no. 7: The nutritional labels of the analyzed products

Label's information (for 100g)	Chocolate		Biscuits	
	Milka (Kraft Foods)	Kandia (Kandia Dulce)	BelVita Start (Kraft Foods)	Fit (Kandia Dulce)
Energy (kcal)	530	565	455	427
Proteins (g)	6,6	6,7	8,2	7,6
Carbohydrates (g), of which Sugars (g)	58,5 57,5	57 50,3	67 24	61,6 23,2
Fat (g), of which: Saturated fat (g)	29,5 17,5	33 18,4	16 4,7	15,2 7,1
Fibers (g)	1,8	3,9	4,1	3
Salt (g)	-	0,02	-	-
Sodium (g)	0,17	-	0,133	0,19
Vitamin B1 (mg)	-	-	0,5	0,165
Vitamin B2 (mg)	-	-	-	0,21
Vitamin B3 (mg)	-	-	5	-
Vitamin B6 (mg)	-	-	0,95	0,21
Vitamin B9 (mg)	-	-	0,055	0,03
Magnesium (mg)	-	-	91	-
Fe (mg)	-	-	3,2	-

Source: original

In order to determine each product SAIN indicators, the followings daily recommended values for the positive nutrients were considered: Proteins – 65 g, Fibers – 30 g, Vitamin B1 – 1,2 mg, Vitamin B2 – 1,6 mg, Vitamin B3 – 15 mg, Vitamin B6 – 1,7 mg, Vitamin B9 – 0,135 mg, Fe – 12,5 mg, Mg – 390 mg. To calculate each product LIM indicators, the followings daily maximal recommended value for undesirable nutrients were considered: Sugars – 50 g, Saturated fatty acids – 22 g, Sodium/Salt – 3,153 g/8g (Darmon et al., 2007).

The values of the two indicators (SAIN and LIM), calculated for the two products are shown in the Table 8.

Table no. 8: The nutritional profile of the analyzed products

Category	Product brands	SAIN	LIM	Nutritional profile and recommendations
Chocolate	Milka (Kraft Foods)	1,5 (<5)	64,8 (>7,5)	<i>Very unbalanced nutritional profile</i> , the product should be consumed with great moderation
	Kandia (Kandia Dulce)	2,03 (<5)	61,28 (>7,5)	<i>Very unbalanced nutritional profile</i> , the product should be consumed with great moderation
Biscuits	BelVita Start (Kraft Foods)	6,67 (>5)	24,4 (>7,5)	<i>Unbalanced nutritional profile</i> , the product should be consumed occasionally
	Fit (Kandia Dulce)	3,62 (<5)	28 (>7,5)	<i>Very unbalanced nutritional profile</i> , the product should be consumed with great moderation

Source: original

The values of SAIN and LIM indicators show that all the researched products have either an unbalanced or very unbalanced nutritional profile, which determines their classification into the category of food to avoid or at least recommended occasionally, contrary to the persuasive brand messages that are promising fictitious virtues of their products (“tasty snack, right at any time of the day..before, after or between meals...”, “balanced breakfast” etc.).

Furthermore, it is important to note that for the biscuits with cereals and fruits, on the labels of both brands researched, are also mentioned the following nutritional claims:

- BelVita Start Biscuits - “source of vitamins (B1, B3, B6), minerals (Fe, Mg) and fibers”
- Fit Biscuits – „source of vitamins (B1, B2, B6, B9) and fibers”

By analyzing the requirements of the Regulation Annex (CE) NO 1924/2006 of the European Parliament and of the Council of December 20, 2006, regarding nutrition and health claims written on food labels, we notice that the products meet the conditions for applying the above mentioned nutritional information.

However, because nutritional information contributes to a positive image of food products, the same regulation specifies that the nutritional profile should be an applicable criterion. Therefore, for the biscuits brands researched, we believe that there is a breach of consumer rights, because the nutritional information applied by manufacturers is designed to mask the overall nutritional status of products (which, after evaluation by using SAIN-LIM method, proved to be unbalanced). This could mislead consumers when trying to make healthy choices, in the context of a balanced diet.

To ensure a high level of consumers’ health protection and to guarantee their right to be properly informed, it becomes necessary to provide adequate information about food products, more so as consumer choices may also be determined, among other factors, by health considerations.

Besides the results above stated, information provided on brand labels in the ingredients list shows that the analyzed products contain many unhealthy ingredients, as follows: added sugar, glucose-fructose syrup, modified starch, artificial flavors, synthesis vitamins and minerals. All the researched products contain food additives (emulsifier, antioxidants, gelling agents, raising agents, artificial flavors), which may have adverse effects, especially on sensitive people.

The information about the ingredients, in conjunction with the above results of SAIN and LIM indicators, strengthen the conclusion that all analyzed foodstuffs have an unbalanced nutritional profile.

The results of this research clearly show that in the industrial foodstuffs offer is a gap between the food product attractiveness, which is based on exceptional sensorial properties, perceived by young consumers and the real nutritional value of foodstuffs, which frequently translates into unbalanced nutritional profiles.

Conclusions

Sensorial quality is the dimension of food quality which determines consumer’s sympathy for certain products, this being crucial in motivating purchase and consumption decisions. The sensorial value is expressed through attributive and notional quality characteristics, which cannot be always determined by objective means. Thus, there is a high degree of subjectivity in consumer’s perception of sensorial quality.

Although it is widely known that the agreeable sensorial properties of food contributes to the increasing assimilation of nutrients in the body, we believe that absolutization of its role in the process of consumer quality assessment may result in the appearance of a nutritional imbalance, because a food product with special psihosensorial properties does not always have a balanced profile. To have a balanced diet and a healthy lifestyle, young people need to understand that a tasty and good looking foodstuff is not necessarily healthy.

The results of this research emphasize a new behavioral pattern, shaped on the background of technological changes in the modern food industry and globalization of foodstuff supply. Adopting this pattern, the new generation of consumers aligns by default its eating behavior to the imperatives of the global economy, based on the overconsumption of ultra-processed and unbalanced foodstuffs.

Thus, the necessity for strengthening the education of new generation of consumers from Romania becomes an absolutely imperative. An essential component of consumer education is represented by nutritional education, this being able to restore the nutritional guidelines for adopting a healthy diet.

In this regard, we consider it appropriate that a social marketing campaign on nutrition education to further be developed. The specific campaign should target the new generation of consumers in Romania that need to acquire in-depth nutrition knowledge regarding: the role of essential nutrients in foods and of the daily recommended quantity, the methods of calculating the daily required energy, the basic principles of healthy eating, the nutritional advantages and disadvantages of the main food groups, the assessment methods of foods' nutritional profile, the nutritional and sanogenetic benefits, but also the risks arising from the new diversification trends of food supply, the use of nutritional information of foods' labels in the context of the daily diet. Such an approach will be able to contribute to the refocus of food consumption behavior and to the adoption of healthy eating habits.

As it is evident that the new generation of consumers tends to develop behaviors closely related to the social media, we recommend the development of an IT platform or website in order to support the nutrition education campaign.

Thus, we consider that present work has implications for both academic and practitioners in the field of human nutrition and alimentary behavior and it should be taken into consideration in formulating future strategies to improve the nutritional education of the new generations of consumers from Romania.

Because sensorial analyses represent teaching experiences that help to the development of senses, we consider useful to be included in a larger number in the seminar's activities at the Food Science disciplines which are taught at the Faculty of Commerce. This demarche will lead to the development of senses of new generations of consumers and also to the increasing of education standard in foodstuff consumption.

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