

**RING**

**Vielfalt im Zentrum der Forschung**

**06 / 08**

# **vorlesung**

17.30 – 19.00 Uhr

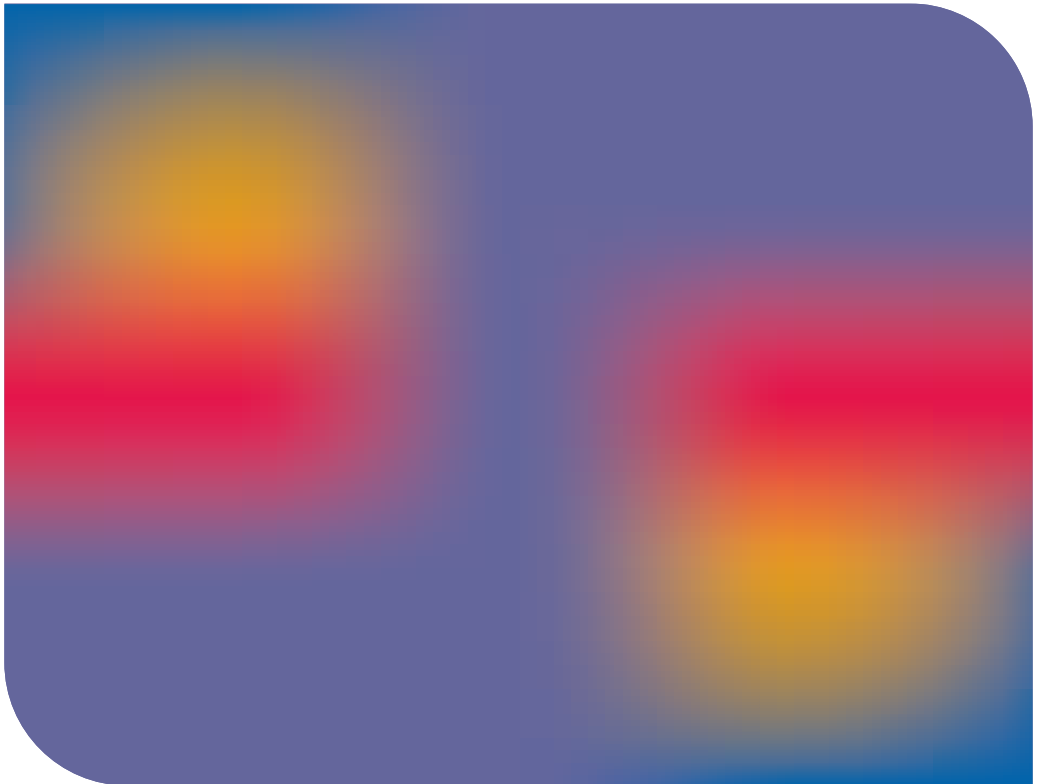
**22.5.2025**

## **Food flavour – do we all perceive the same?**

Assoc.Prof.<sup>in</sup> Dipl.-Ing.<sup>in</sup> Dr.<sup>in</sup> techn.

**Barbara Siegmund**

Institute of Analytical Chemistry  
and Food Chemistry



# vortrag

Aus der  
Vorlesungsreihe  
der TU Graz

The flavour of food is one of its most important product characteristics as flavour perception is directly perceived by the consumer and, thus, drives our purchase decisions. The perception of odour takes place in the olfactory epithelium located in the nasal cavity. However, the processing of odour impressions is performed in the limbic system. The unconscious coupling of odour impressions and personal experiences leads to a conceptualisation of odours which gives different meanings to same odours. In an international study, we investigated if a different socio-cultural background may influence the associations between odour and stages of life and what this could mean for the future development of food commodities. (Talk in English)

**24.3.2025**

Assoc.Prof.<sup>in</sup> Dipl.-Ing.<sup>in</sup> Dr.<sup>in</sup> techn.  
Cornelia Lex

**27.3.2025**

Assoc.Prof.<sup>in</sup> Dipl.-Ing.<sup>in</sup> Dr.<sup>in</sup> techn.  
BSc. Jasmin Grosinger

**10.4.2025**

Univ.-Prof. Dr.rer.nat.habil.  
Tobias Bolch

**24.4.2025**

Dr.<sup>in</sup> rer.nat.  
Lisette Espin-Noboa

**19.5.2025**

Assoc.Prof.<sup>in</sup> Dipl.-Ing.<sup>in</sup> Dr.<sup>in</sup> techn.  
Franziska Hederer

**22.5.2025**

Assoc.Prof.<sup>in</sup> Dipl.-Ing.<sup>in</sup> Dr.<sup>in</sup> techn.  
Barbara Siegmund

**2.6.2025**

Assoc.Prof.<sup>in</sup> Dipl.-Geol.<sup>in</sup> Dr.<sup>in</sup> phil.-nat.  
Dorothee Hippler

**26.6.2025**

Ao.Univ.Prof.<sup>in</sup> Dr.<sup>in</sup> phil.  
Christine Wächter  
& Vortragende der Ringvorlesung



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Rechbauerstraße 12/I

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