



Innovative pulse and cereal-based food fermentations for human health and sustainable diets

Beyond the Prototype: How Meal Design Shapes Acceptance of Plant-Based Fermented Foods

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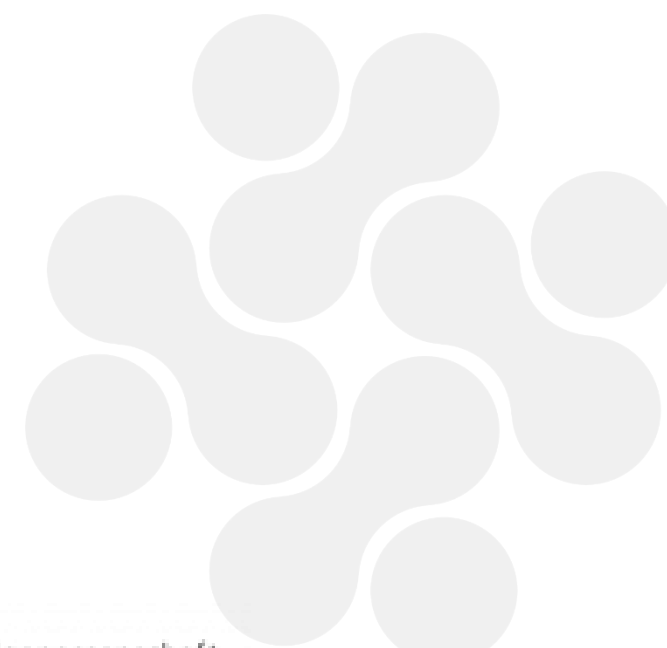
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Making better choices with well designed meals



Can culinary design and meal staging enhance the acceptance and liking of Plant-Based Fermented Food prototypes?

PBFF prototypes



Sourdough
(Fava bean flour)



Plant-based steak



Tempeh
Soy (FR) and Fava bean (SWE)



Plant-based cream



Beyond prototype acceptance: does meal design add value?

A staged sensory-development study in two consumer settings



Starters



Sourdough:
**Open-Faced Sandwich
with Carrot "Gravlax"
style and Cashew
Cream (TAR)**



PB cream
**Creamy Pea Cold Soup
with Turmeric
Whipped Cream and
Mint Oil
(VEL)**



Mains

Tempeh
**Soy Tempeh Ragout, Buckwheat
Tagliatelle**
//
**Pasta with fresh tomato, onion sofrito
and Fava Bean Tempeh bites
(TEM)**



planted.

Steak
**Steak with Pepper Sauce and Potato
Purée
(STE)**



Desserts



Sourdough:
**Brioche French Toast
with Apple Compote
(BRI)**



Plant-based cream
**Pear cake with tonka
bean and crème
fraîche
(CLA)**

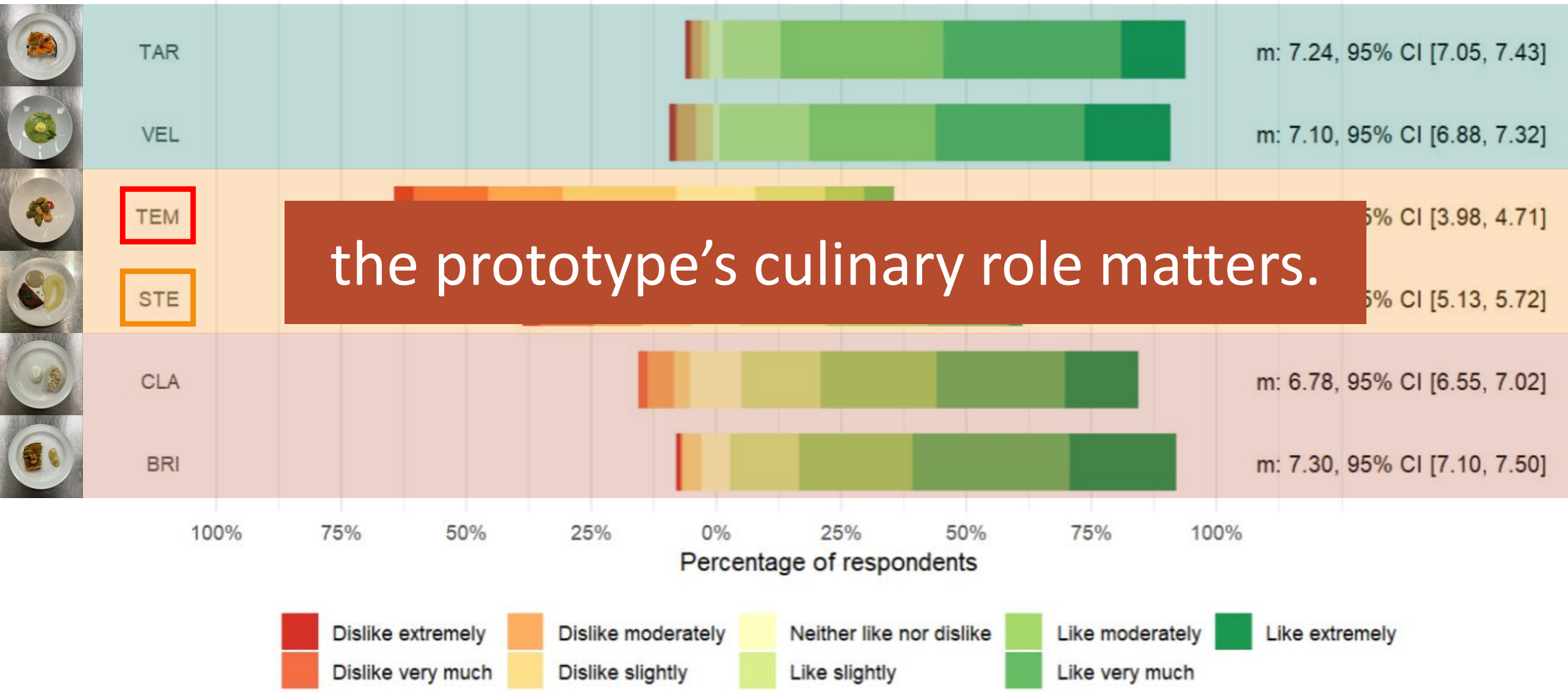


Acceptance → culinary-staging lift → JAR/penalty priorities → Menu combo / WTP / recommendation / context of consumption

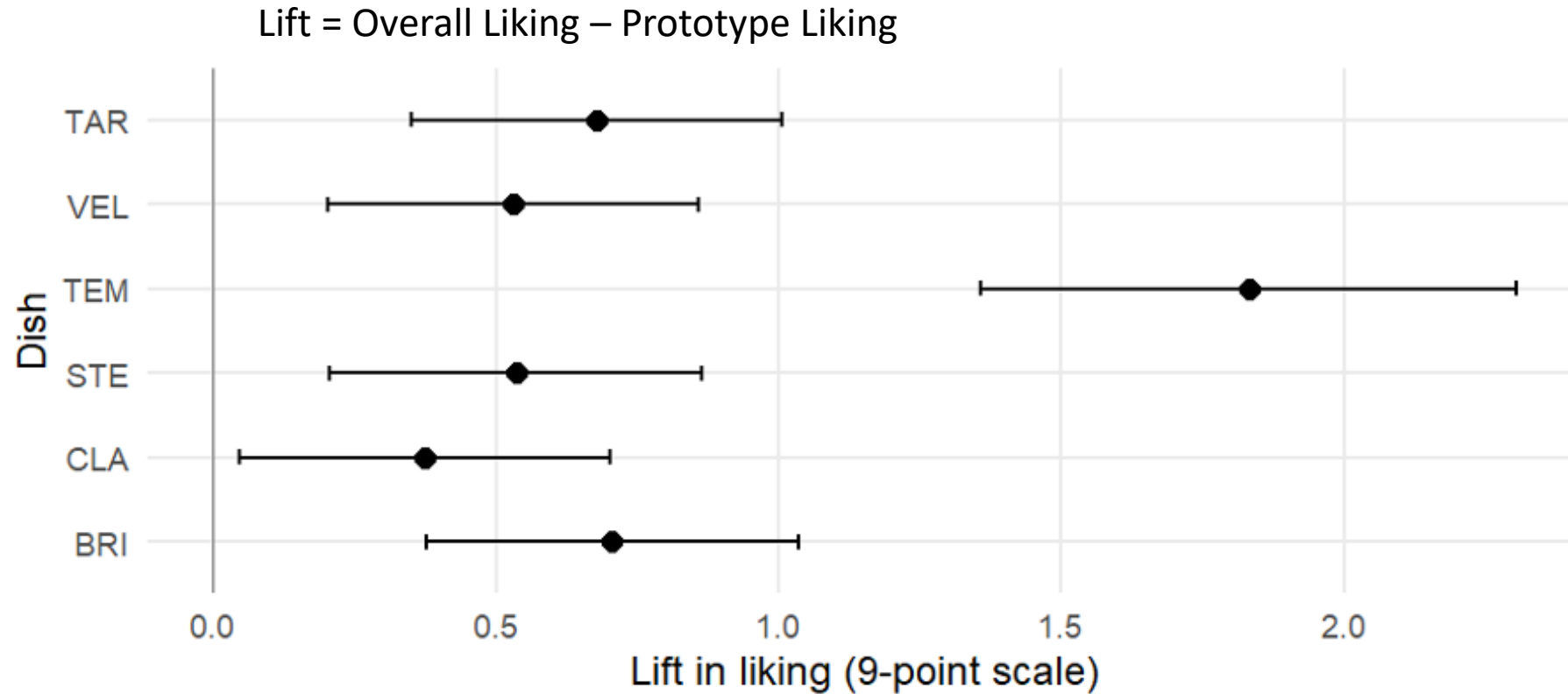


French & Swedish Tests

Overall Liking of the dishes (FRA and SWE)



Meal design generally added hedonic value



Positive

lift means the finished dish exceeded the prototype impression within that eating context.

Lift was dish-specific, not automatic.

Large lift

can still end in low absolute liking when the prototype baseline is already weak.

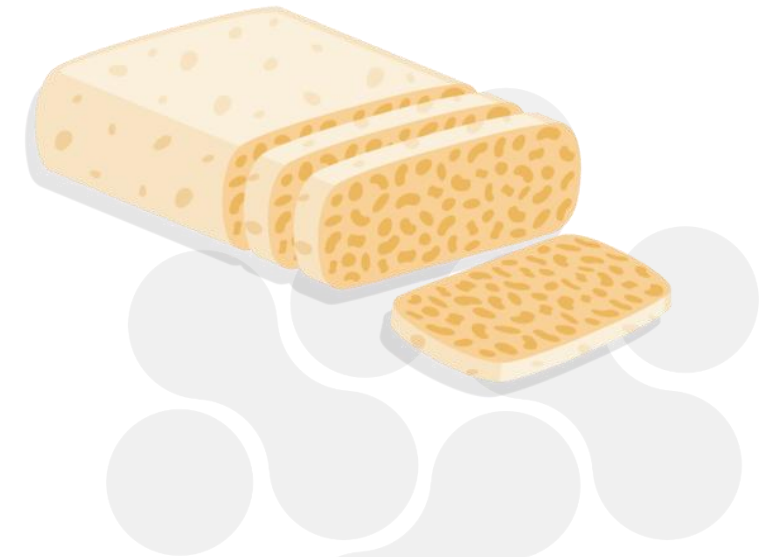
Conclusions



successfully lifted the
prototypes



Generally well-liked



Novel product with low familiarity might
explain the lower liking of FB tempeh

Thank you

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Prof. Armando Perez-Cueto, PhD



Co-supervisors:

Johan Svensson, PhD; Eva Palmquist, PhD



Thank you

Chef Norén



Cheffe Estève



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GIITU – THANK YOU



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