Future consumer lab

This stop introduces the research at Future Consumer Lab, which is a part of the Section Food Design and Consumer Behavior, Department of Food Science, University of Copenhagen.

Future Consumer Lab (FCL) covers laboratories with research facilities dedicated to understanding how and why people make the food choices they do. The gastro science lab has facilities and creative staff to support small-scale processing and fermentation to discover the gastronomic potential of new raw materials and food formulations. Linked to the gastro lab is the sensory and consumer lab suitable for formal panel evaluations on texture, flavour and appearance and consumer preferences. Future consumer lab also gives access to observation with video surveillance for specific studies on food choice behavior (e-buffet) and the measurement of food intake and consumption rate (e-balance table) in relation to product and meal design. In FCL’s simulation lab we can put consumers in different scenarios, such as a beach or cinema to explore how immersion in another reality influences product perception and preference. The lab can simulate sounds, temperatures and visual surroundings by Virtual Reality goggles. Virtual Reality sends consumers into a new way of testing products.

The Future Consumer Lab uses Virtual Reality equipment to explore our senses in relation to food. It can help the food industry develop innovative products that will meet the consumers’ needs before it is put on the Global market. An option is e.g. that you are at an ice cream bar on a beach, feeling the heat, hearing the ocean in the background and seeing people move around you while having to make a choice of ice cream. We can compare how changing scenarios can influence food choices.