Drinking Outside The Box

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UKIRG
Perception of Drinks

Regular and Thickened Drinks
Regular Drinks

• Regular Drinks
  • Taken for granted
  • Choice
  • Impulse

• Thickened Drinks
  • Scheduled opportunities
  • Choice
  • Changed context
Does tea always taste the same?
Impact of Thickeners

- Sensitivity
- Flavour
- Quality
Is Temperature Important?

- Consistency
- Flavour
- Quality
- Hot
- Cold
What to Consider

• Tastes
  • Sweet, Salt, Bitter, Sour, and Umami

• Sensations
  • Creamy
  • Fresh/sharp
  • Cooling
  • Warming
  • Astringent
  • Carbonated
Questions?