



Drinking Outside The Box

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Perception of Drinks

Regular and Thickened Drinks





Regular Drinks

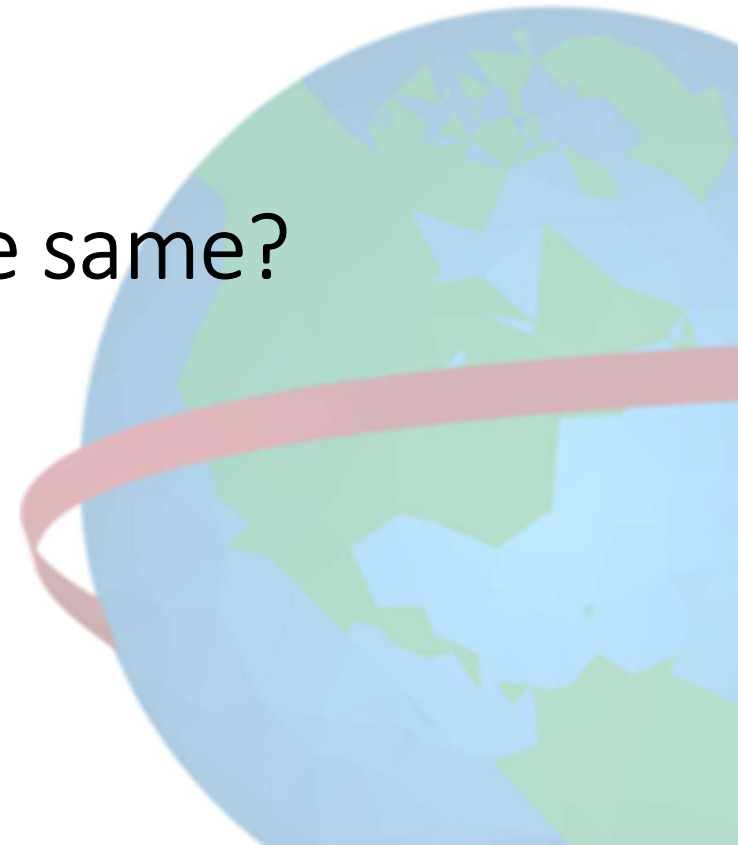


- Regular Drinks
 - Taken for granted
 - Choice
 - Impulse
- Thickened Drinks
 - Scheduled opportunities
 - Choice
 - Changed context





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?

