

# INAUGURAL PROFESSORIAL ADDRESS

## PUBLIC LECTURE SERIES 2018

# AUT



PROFESSOR  
NAZIMAH  
HAMID

## Food – It is all about flavour

Food flavour is a critical quality aspect to consider in food production. Contrary to general perception, flavour is more than just taste. Flavour is a unique *multisensory* perception defined by not only taste but also aroma and chemesthetic sensations. Aroma is the main contributor to flavour.

Processing of food typically involves heating to increase shelf life by inactivating enzymes and microorganisms. However, heat can negatively affect food by altering some fundamental properties like flavour and texture. Today, consumers want fresh-like foods that retain the nutritional and natural qualities of food. This has led to the use of non-thermal technologies, such as high hydrostatic pressure and pulsed electric field processing. Apart from processing, interestingly texture, colour, and even sounds can influence the perceived food flavour. There is a growing body of research on the role of sound cues

that can influence consumer purchase behaviour, liking, and food taste. Research at AUT shows that manipulation of music and sound can change our perception of food flavour. This finding underscores the need to focus on how, and why sound influences our emotions and sensory experiences. In her inaugural address, Professor Nazimah Hamid will explain how food quality can be improved with non-thermal processing. The sonic aspects of food consumption that play an important role in flavour perception will also be covered.

Before joining AUT in 2010, Professor Nazimah Hamid held academic appointments at the University of Otago and Universiti Putra Malaysia. Born and raised in Malaysia, where food is a melting pot of different cultures, she cultivated a passion for food. She went on to earn a BSc (Hons) from University of Nottingham, and MSc and PhD degrees from the University of Strathclyde, UK, all in Food Science.

TUESDAY  
14 AUGUST

4.30–5.30pm

WA Conference Centre  
AUT City Campus  
Level 2, WA Building  
55 Wellesley Street East  
Auckland 1010

To register for this event,  
please [CLICK HERE](#)

Refreshments will be served  
after the address.

