



Editorial

## A Sensory Revolution. The 5th Pangborn Sensory Science Symposium, Boston, Massachusetts, USA 20–24 July 2003

This issue of Food Quality and Preference contains papers presented at the 5th Pangborn Sensory Science Symposium, held in Boston, MA (USA) from 20 to 24 July 2003. This fifth symposium in the Pangborn series followed the highly successful meetings that began in Helsinki, Finland in 1992, and continued in Davis, California, USA in 1995, Alesund, Norway, in 1998, and Dijon, France, in 2001. Like the prior symposia in the series, the Boston meeting was held as a lasting memorial to Rose Marie Pangborn and her outstanding achievements as a researcher, professor, and mentor of students and young sensory scientists. Her incredible energy and motivation to understand the sensory bases of human food-related behavior and her unyielding dedication to both her students and to the field of sensory science are viewed as critical historical steps in the founding of our field and in the setting of the direction of our discipline over the past 50 years.

The Boston meeting was a tremendous success by any accounting and established many new precedents for the Pangborn Symposium series. The Boston meeting drew over 700 scientists from 37 countries from six continents. For the first time, the Symposium was held only two years after the previous Pangborn meeting in Dijon, France. This change in the time interval between meetings was necessitated by the startling growth in the size of the meeting over the past 10 years and the desires of researchers to attend and present research at, what has become, the premier international scientific meeting on sensory science and sensory evaluation. In keeping with this new precedent, future Symposia will be now be held on a two-year cycle. From the perspective of the scientific program, the Boston meeting was the first to institute parallel technical sessions, a feature that was necessitated by the growth in the number of volunteered paper and poster presentations and the desire to enable a greater number of scientists to participate in the speaking portions of the technical program. The Boston meeting was also the first to be held in a major, metropolitan city, allowing registrants the time and opportunity to enjoy the architectural, artistic, and cultural splendors of the host city. From the breath-

taking views of greater Boston at the top of the Prudential Center during the opening reception, to watching American baseball at historic Fenway Park, to an old-fashioned New England clambake at the Symposium banquet, the attendees were able to enjoy the sights, sounds and flavors of the Boston area. Lastly, the Boston meeting saw the awarding of the first Pangborn Sensory Science Symposium Student Paper Award, which was given to Ms. Ivanne Soufflet of the Institut Francais Textile Habillement for her paper "Perceptual Organization of the 'Handle' of Fabrics: A Comparison between Industrial Experts and Novices," the text of which appears in this issue.

The peer-reviewed papers published in this issue of Food Quality and Preference were presented at the meeting in either oral or poster format. The first two papers are the two invited Keynote Lectures, presented at the Opening Session of the Symposium. These lectures were given by two icons in the field of sensory science, both of whom started their careers conducting basic taste and odor psychophysics at the host institute of the Symposium, which was then called simply Natick Labs. However, each went on to make their career contributions in very different areas of our field—one by expanding the study of taste/odor psychophysics into areas of clinical research and assessment, the other by expanding it into the areas of marketing and consumer behavior. The first invited Keynote Lecturer, Dr. Linda Bartoshuk of Yale University School of Medicine, spoke on the topic "From Psychophysics to the Clinic: Missteps and Advances." The second Keynote Lecturer, Dr. Howard Moskowitz, President of Moskowitz-Jacobs, Inc., gave his lecture on the topic "From Psychophysics to the World: Data Acquired, Lessons Learned".

Although the papers that follow the two Keynote Lectures in this issue are representative of the high quality of the presentations at the meeting, indeed, they are representative papers. They consist of papers that were either solicited by the Organizers or offered for publication by the authors themselves. Many other outstanding papers could have been published, but those presented here give a good sampling of the breadth and depth of

research in sensory science that was presented at the 5th Pangborn Sensory Science Symposium. Also, we are, for the first time, publishing brief papers summarizing the presentations made in several of the Workshops in this special issue of Food Quality and Preference.

We would be remiss not to acknowledge the tremendous efforts of the numerous members of both our Organizing Committee and our Scientific Committee, without whose hard work and dedication the meeting would not have been possible. We must also thank our many corporate, government, and private sponsors, including Campbell's Soup Company, Compusense, Elsevier, IFF International Flavors and Fragrances, Moskowicz-Jacobs, Inc., Peryam and Kroll Research Corporation, rtech Laboratories, Dr. Howard Schutz, Symrise, and the US Army Natick Soldier Center.

We also acknowledge the general support of the Natick Soldier Center for supporting our work on this meeting. Natick and its predecessor laboratory in Chicago have been active in the sensory field for over 50 years, and we are very proud that this meeting recognized the contributions of the US Army laboratories to the fields of basic sensory science and applied product evaluation.

The tradition of this meeting now moves on, with the 6th Pangborn Sensory Science Symposium scheduled in Harrogate, England (UK) from 7–11 August 2005. Inquiries concerning this next meeting should be sent to

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We look forward to seeing you there.

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