

LET'S TALK Texture

While taste is important if your product's texture is not right the consumer is unlikely to repeat purchase

DID YOU KNOW?



Consumers experience the same food and beverages differently.



Consumers link texture and taste together, the perception of one affects the experience of the other.



Consumers have texture expectations of products. They actively reject ones when they dislike the texture.



Consumers can more easily articulate dislike rather than like in terms of texture.

RESEARCH HAS SHOWN that:

Consumers have different texture preferences. Based on mouth behaviour theory we have identified **4** eating styles:



Crunchers



Chewers



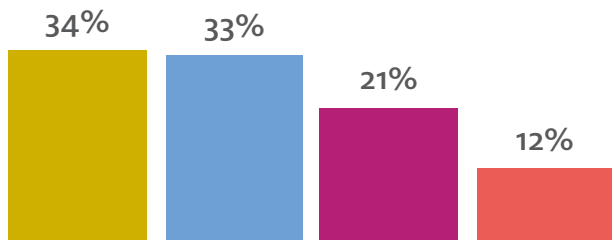
Smoothers



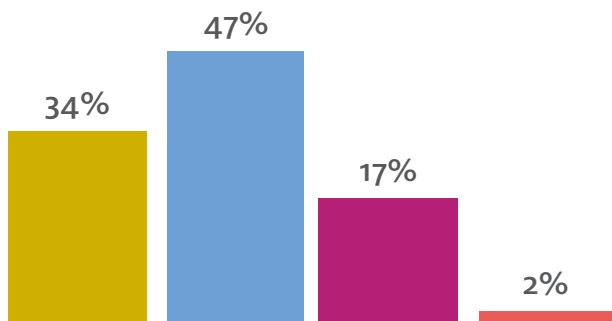
Suckers

EATING STYLES across Europe

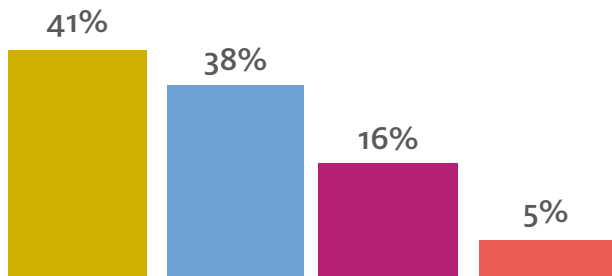
■ CRUNCHER ■ CHEWER ■ SMOOSHER ■ SUCKER



UNITED KINGDOM



GERMANY



FRANCE

WHICH EATING STYLE do you fit into?



- Eat food forcefully
- Crunch until it's gone
- Fastest meal eaters
- Forceful mouth action
- Eat loudly



- Like the sensation of chewing
- Look for fullness in the mouth
- Can be either short or long chewer
- Dislike of food that easily breaks up
- Turn the food into a moist mass



Smoosher

- Arch manipulators of food
- Use both tongue and palate
- Mash food into a soft mass
- Don't enjoy chewing
- Turn crunchy foods into a 'smoosh'
- Process and eat foods slowly



Sucker

- Preoccupied with flavour
- Suck before chewing or swallowing to minimise flavour
- Tend to be slow eaters
- Will chew if they can't suck
- Enjoy the food layer by layer

GET A BETTER FEEL FOR *Texture*

Ingredion's unique set of texture capabilities helps fast-track your product and lets you create exciting new textures. To get more out of your products, discover insights into consumer preferences and what makes them love the products they buy, time and time again download our report.

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Understanding of Chewer, Cruncher, Sucker & Smoosher powered by JBMB@Typing Tool

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