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Influence of Meal Context on Product Evaluations
**Objective:** How are product evaluations influenced by meal context?

6 bouillons
5 contexts
   1. Diluted in water
   2. Clear vegetable soup
   3. Tomato soup
   4. Creamy chicken
   5. Mexican rice
Results

- **Most** product differences in pure context
- **Least** differences in tomato soup
Different Results with Mayonnaise

- **Lower intensity** for almost all attributes **in meal context**
- **Product differences** have two trends:
  - ½ attributes had **same** product differences in meals
  - ½ attributes had **more** product differences in meals
Conclusion

- Pure product testing not always most sensitive
- Differs by product, develop further understanding