

Accepted Manuscript

“Sweet’n Low”? On the localization of tastes and tasty products in 2D space

Carlos Velasco, Carmen Adams, Olivia Petit, Charles Spence

PII: S0950-3293(18)30454-3

DOI: <https://doi.org/10.1016/j.foodqual.2018.08.018>

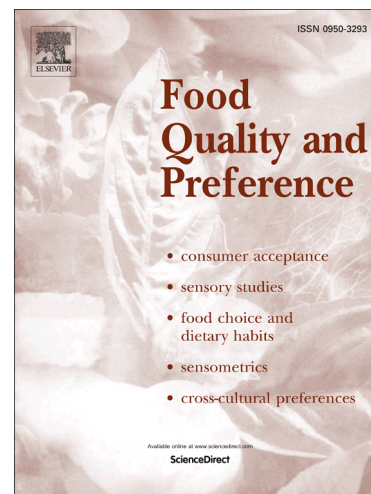
Reference: FQAP 3567

To appear in: *Food Quality and Preference*

Received Date: 7 June 2018

Revised Date: 23 August 2018

Accepted Date: 24 August 2018



Please cite this article as: Velasco, C., Adams, C., Petit, O., Spence, C., “Sweet’n Low”? On the localization of tastes and tasty products in 2D space, *Food Quality and Preference* (2018), doi: <https://doi.org/10.1016/j.foodqual.2018.08.018>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

RUNNING HEAD: LOCALIZING TASTES IN 2D SPACE

“Sweet’n Low”¹? On the localization of tastes and tasty products in 2D space

Carlos Velasco^a, Carmen Adams^b, Olivia Petit^c, & Charles Spence^d

^a *Center for Multisensory Marketing, Department of Marketing, BI Norwegian Business School, Nydalsveien 37, 0484 Oslo, Norway*

^b *Department of Marketing and Strategy, Faculty of Business Economics, Campus Diepenbeek, Hasselt University, Diepenbeek, Belgium*

^c *Department of Marketing, KEDGE Business School, Domaine de Luminy, Rue Antoine Bourdelle, 13009 Marseille, France*

^d *Crossmodal Research Laboratory, Department of Experimental Psychology, Tinbergen Building, 9 South Parks Road, Oxford, OX1 3UD, UK*

DATE: AUGUST 2018

RESUBMITTED TO: *FOOD QUALITY AND PREFERENCE*

Carlos Velasco, Department of Marketing, BI Norwegian Business School, Nydalsveien 37, 0484 Oslo, Norway. E-mail: carlos.velasco@bi.no

¹ “Sweet’n Low” here is alluding to the well-known brand name “Sweet’n Low” (<http://www.sweetnlow.com/>)

Download English Version:

<https://daneshyari.com/en/article/10106873>

Download Persian Version:

<https://daneshyari.com/article/10106873>

[Daneshyari.com](https://daneshyari.com)