

Measuring liking of plant-based lunch dishes with tempeh served in canteens; a natural setting study applying a quick-and-dirty approach

Track A.2: Beyond Gastronomy - Sensory Challenges and Opportunities for Meals of Tomorrow

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Abstract text/Policy contribution

In Denmark 63% has access to a canteen, which makes it a potential arena for promoting sustainable food behavior. The aim was to explore willingness to try and liking of a plant-based hot lunch dish with tempeh (PBT) served in a canteen.

Four canteens participated: two institution-based (L1: $n = 365$; L4: $n = 395$) and two work place-based (L2: $n = 577$; L3: $n = 797$). The main serving style was self-service buffet, and PBT replaced the buffet's hot dish. Methodologically a quick-and-dirty approach was chosen due to diners' time constraint. Observation of choice was used to register willingness to try PBT and an interview with one question (*If you tried PBT, did you like it? Yes/no*) was applied to measure liking. To explore the relationship between liking and location Pearson's χ^2 test of independence was performed.

Across locations, 84% chose the buffet of which 68% tried PBT. Reasons given for not trying related to unfamiliarity, trying related to curiosity and sustainability. Of those who tried PBT, 315 diners were asked about liking: 70% liked PBT. Not liking related to taste of the tempeh. A significant relationship between liking and location was detected ($\chi^2(3) = 18.4, p < 0.001$).

Canteens are potential settings for introducing plant-based dishes as the majority displayed willingness to try and liked PBT, but location variation influenced liking. We chose a rapid approach in collecting data to reduce inconvenience for diners, and were able to explore our main aim. In investigating degree of liking or reasons for liking/not liking across locations, a quick-and-dirty approach is less suitable as more controlling factors and/or variables are needed.