Rachael Moss
Nutrition and Dietetics Portfolio

Personal Narrative

Hello and welcome to my electronic portfolio!

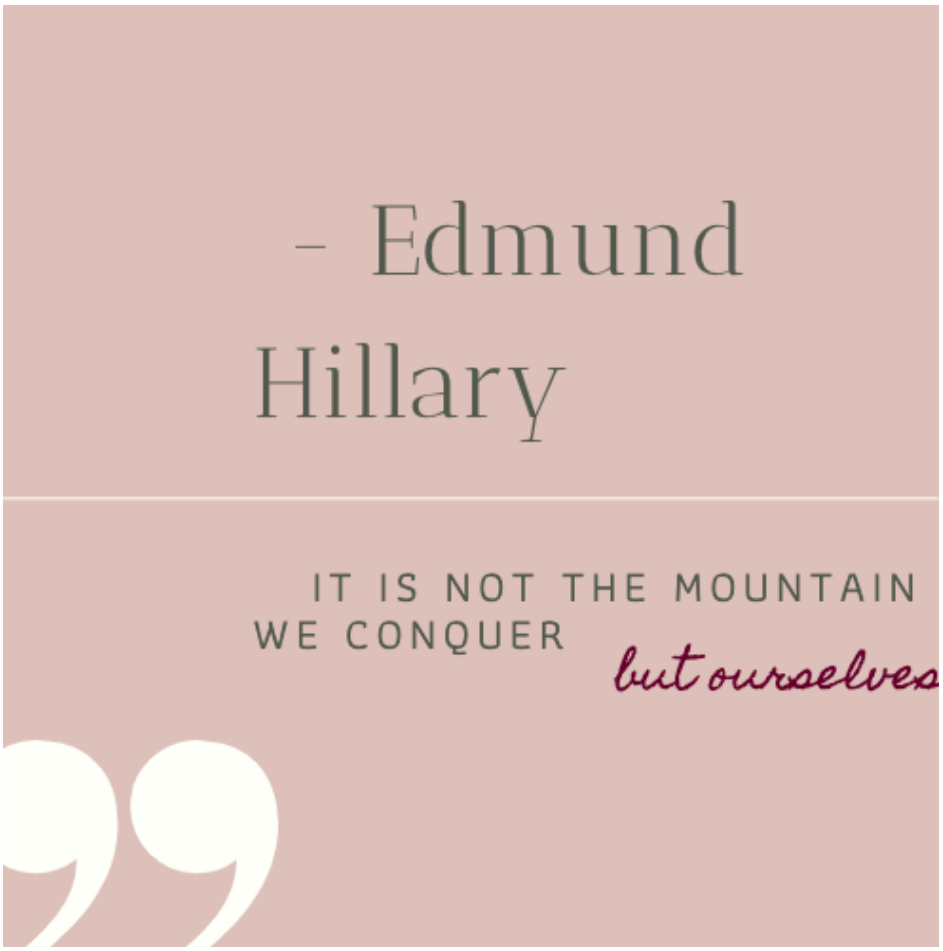
My name is Rachael Moss and this portfolio provides an overview of my professional work and educational experiences. I have a naturally effervescent personality and a love for anything relating to nutrition, food, psychology, sports, nature, and creativity. I thrive off of enriching the lives of others, as well as engaging in research, teaching, and creative collaboration.

My wellness journey began at the young age of 11 when I discovered a plant-based way of eating and experienced positive health changes as a result. By my early teens, I knew I wanted to help others to live their most vibrant lives. After taking an education break at 18 and moving to England to explore a new culture, I returned to my education pursuits at 21. During this time, I attended a private college where I obtained a diploma in Arts Management, which allowed me to cultivate my second passion being creative entrepreneurship. While developing a versatile skillset in business and entrepreneurship, I began a creative side project called Ohhsogreen, which was developed as a creative outlet to inspire myself and others about food, nutrition, and cooking. The impact this project had on myself and others resulted in my return to post-secondary education to fulfill my goal of becoming a Dietitian and to expand my nutrition knowledge by acquiring formal education and credentials.

I completed a BSN in Nutrition (Dietetics) as well as a BSc in Psychology at Acadia University in May 2021. I am currently completing my Dietetic Practicum Program with the Nova Scotia Health Authority in Halifax, Nova Scotia with an expected graduation date of September 2022. In addition to my education pursuits, I am also actively involved in two of my other passions being teaching and research.

I strive to help others live their happiest and healthiest lives and plan to work as a Dietitian and as a researcher in the future with a focus on preventive nutrition. Specific areas of interest to me are plant-based nutrition, sports nutrition, sustainable food systems, community nutrition, eating disorder care, nutritional cognitive neuroscience, as well as food and sensory science.

One of my own personal health philosophies is that nutrition is one component of a healthy lifestyle, therefore, my ultimate goal is to incorporate an interdisciplinary model and client-centred approach into my future clinical practice and research.


- Edmund
Hillary
IT IS NOT THE MOUNTAIN
WE CONQUER
but ourselves

Vision Statement

To cultivate well-being and enrich lives by helping individuals create practical, sustainable, non-restrictive, and achievable health and lifestyle goals.

Goals, Interests, and Work Availability

Goals:

- To complete my Dietetic Practicum and fulfill eligibility requirements for becoming a Registered Dietitian (RD)
- To further expand my nutrition knowledge by completing a master's degree
- To gain more experience in a variety of areas of nutrition through collaboration with other Dietitian's and health professionals
- To develop community relationships and contribute to my community as a future Dietitian
- To engage in nutrition research that will support the community and practicing Dietitian's
- To always continue learning, developing, growing, and enhancing my skillset once becoming an RD

Interests:

- Plant-based Nutrition
- Sports Nutrition
- Sustainable Food Systems

- Eating Disorder Care
- Nutritional Cognitive Neuroscience
- Food and Sensory Science
- Community Nutrition

Virtual Assistant-related skills and experience:

- ***Communication*** (verbal and written)
- ***Social media*** (facebook, instagram, twitter, youtube, LinkedIn)
- ***Web development*** (most familiar with Wordpress, also wix and squarespace)
- ***Writing*** (academic, blogs, newsletters, posters, press releases, general info/infographics for the public)
- ***Creative design*** (Canva, Photoshop, Illustrator, InDesign)
- ***Photo and video editing*** (iMovie, Final Cut Pro)
- ***Microsoft Suite*** (PowerPoint, word, excel, outlook, onenote, skype, Teams, sway)
- ***G Suite*** (google drive, meet, docs, sheets, slides)
- ***SEO*** (some familiarity and past experience)
- ***Research*** (quantitative and qualitative, survey design, writing)
- ***Video conferencing platforms*** (Zoom, Microsoft Teams, Google Hangouts, Skype Business)
- ***Other areas of experience from previous education and career:*** digital marketing, applied marketing, brand development, contracts and negotiations, graphic design, promotions, public relations

Virtual Assistant Work Availability:

- Currently available for up to *10 hours/week*
- Please note that I am currently ***unavailable from Monday to Friday during the hours of 7am to 6:30pm ADT*** due to my Dietetic practicum program. I am available for interviews and work outside of these hours.

Education

*1 - **Dietetic Intern with the Nova Scotia Healthy Authority (Central Zone)***

Halifax, Nova Scotia

(October 2021 - Present)

- Expected graduation: *September 2022*
- Rotations completed to date:
  - *9 weeks of Food Service Management at the Victoria General Hospital*
  - *4 weeks of Clinical at Dartmouth General Hospital in General Medicine (in-patient level 1)*
  - *4 weeks of Clinical at Victoria General Hospital in General Surgery (in-patient level 2)*
  - *2 weeks Ambulatory at the Nutrition Education Centre at Victoria General Hospital*
  - *2 weeks with the Nutrition Policy and Planning Director for the Nova Scotia Health Authority*
- *Currently completing a 4 week community placement combined with a 2 week elective placement with Change Creates Change Eating Disorder Care*
- Remaining placements include: *1 week quality improvement project on Home Enteral Feeds, 2 week diabetes placement in hospital, 4 weeks clinical (in-patient level 3), 6 weeks of in-patient staff relief, 1 week elective placement with NSHA Adult Eating Disorders Program*

*2 - **Acadia University***

Bachelor of Science in Psychology (BSc)

(September 2020 to May 2021)

- *Completed a fifth academic year in order to fulfill requirements for a second degree*
- *Completed the following psychology courses relevant to career aspirations: Social Psychology, Personality Psychology, Behavioural Neuroscience, Physiological Psychology, Abnormal Psychology, Psychopharmacology, Introduction to Cognition, Clinical Psychology, Human Neuropsychology, Research Design and Analysis 1 and 2.*
- *A mixed-methods research project on the effect of anthocyanins in blueberries on cognitive function was completed.*

*3 - **Acadia University***

Bachelor of Science in Nutrition (BSN) (Dietetics Option)

(September 2018 to May 2021)

- *Completed the following nutrition courses: Human Nutrition 1 & 2, Human Anatomy and Physiology 1 & 2, Advanced Human Nutrition, Sports Nutrition, Nutrition and Disease 1 & 2, Principles of Nutritional Assessment, Community Nutrition, Nutrition Education, Food Commodities 1 & 2, Introduction to Communication, Intro Nutrition and Health Research, Health, Illness, and Religion, Professional Practice in Dietetics, Management in Dietetics 1 & 2, Senior Seminar, Independent Research Study*

- *Worked as a researcher at the Center for the Sensory Research of Food*

- *See awards and publications section for more info on awards and research*

4 - ***Memorial University of Newfoundland***

Bachelor of Science in Nutrition

(September 2016 to May 2018)

- *Joint 2+2 program with Acadia University where first two years are completed at Memorial and final two years are completed at Acadia.*

- *Degree is awarded through Acadia University.*

- *Worked as a Research Assistant in the Faculty of Medicine completing obesity research in children within the Newfoundland population*

- *Worked as a Research Assistant in the Faculty of Biochemistry completing research of various topics in food science and food biochemistry*

*5 - **Harris Institute for the Arts***

Honours Diploma in Arts Management

(November 2012 to November 2013)

- *A 12-month accelerated diploma program focused on evolving technologies, new business models, and entrepreneurial areas of the new music industry.*
- *All courses were general business and media related courses that used the music industry as a business model.*
- Specific courses included: *Digital Marketing, Applied Marketing 1 & 2, International Marketing, Brand Development, Business Management 1 & 2, Accounting, Funds and Grants, Data Management 1 & 2, Web Development, Contemporary Issues, Creative Entrepreneurship, Career Planning, Contracts and Negotiations, Graphic Design, Computer Graphics, Merchandising, Promotions, Broadcasting Arts, Public Relations, and Business of Image.*

Recent Employment

ACADIA UNIVERSITY

FACULTY OF NUTRITION

Research Assistant for Dr. Matthew McSweeney

The Centre for the Sensory Research of Food

(August 2019 to present)

- Preparing, labelling, and distributing test samples to panelists
- Distributing consent forms and ensuring panelists meet eligibility requirements
- Directing panelists in sensory procedures and answering questions pertaining to the studies
- Commodities tested through sensory trials included: wine, seaweed enriched bread, 3D printed carrots, cannabis infused beverages, plant-based beverages, and lobster
- Contributing to multiple manuscripts through sensory testing, research design, writing, and editing roles

- Co-authored several manuscripts that are currently pending publication
- Presented sensory research at the Science Atlantic Nutrition and Foods Conference 2021
- As of September 2021, currently acting as a Research Assistant mainly through contributing to and editing manuscripts, as well as photo/video production and editing

Virtual Assistant for Dietitian's

Contracted by For the LOVE of FOOD

(June 2021 to present)

- Virtual Assistant for Dietitian's based in the United States and Canada
- Assisting with web development and design (Wordpress), as well as brand development
- Creating traditional and digital marketing strategies
- Managing and curating content for social media platforms
- Graphic design and resource creation
- Implementing SEO and analytics into website and social media
- Generating blog posts, research-based writing, and newsletters

ACADIA UNIVERSITY

The Food Learning Collective Research Assistant

(April 2021 to August 2021)

- Assisted with the "Growing Local Food Hub" project to co-create a transferrable model of mutual food systems, food security, and experiential learning benefits for the community
- Assisted with data collection through focus groups and interviews
- Transcribed interviews and engaged in note taking
- Assisted with data analysis and coding
- Assisted with presentation design and execution
- Conducted literature reviews
- Created annotated bibliographies on food hubs, alternative food systems, and sustainable food systems
- Developed and presented high level findings to research and feasibility groups

Study.com

Nutrition, Anatomy, and Physiology Researcher

(April 2020 to September 2021)

- Utilized education background in nutrition to answer questions with evidence-based research
- Utilized strong written communication skills
- Applied research experience and time management skills

NAKED CRÊPE
BISTRO

Server

(April 2019 to October 2021)

- Communicated effectively with customers and problem solving
- Utilized nutrition education by providing meal recommendations based on customer dietary restrictions and allergies
- Practiced safe food handling
- Proficiency working individually and alongside a team in a fast paced and changing environment

Food Service Worker

(April 2017 to August 2017)

- Worked in hospital settings and a food production facility
- Prepared meal trays on an assembly line at a fast pace and applied diligence with dietary restrictions and allergies
- Practiced safe food handling and sanitation procedures
- Engaged with patients regularly serving meals, beverages, and nourishments

Additional Food Service Work Experience:

Pinecrest Home for the Aged (Kenora, Ontario)

Dietary Aide

(December 2011 to July 2012)

- Prepared and delivered nourishments to residents
- Served meals to residents based on resident meal plans, restrictions, and allergies
- Communicated effectively to individuals including those with dementia
- Helped residents eat who were unable to feed themselves
- Practiced safe food handling and sanitation

Pembina Place Mennonite Care Home (Winnipeg, Manitoba)

Dietary Aide

(August 2011 to December 2011)

- Prepared and delivered nourishments to residents
- Served meals to residents based on resident meal plans, restrictions, and allergies
- Communicated effectively with individuals with hearing impairments
- Practiced safe food handling and sanitation

Volunteer Experience

6 - Science Atlantic

Science Atlantic Nutrition and Foods Conference 2021

Acadia University Student Representative

(March 2021 to April 2021)

- Represented Acadia University
- Promoted conference to students engaged in nutrition related research areas
- Presented sensory science research at the conference on "Carbonated emotions: Consumers' sensory perception and emotional response to carbonated and still fruit juices."

7 - C.H.A.N.G.E.

Children's Health and Nutritional Growth Experience (C.H.A.N.G.E)

Road to Return Committee Volunteer

(January 2021 to April 2021)

- Strategized virtual and in-person program plans that fit within the COVID-19 pandemic
- Creative collaboration, planning, and execution with team members
- Planned preliminary virtual and in-person experiential learning programs for school aged children

8 - Acadia Student Union Food Cupboard

ASU Food Cupboard

Volunteer

(January 2021 to April 2021)

- Contributed to food security in the student population
- Operated the ASU Food Cupboard and provided access to food and nutrition resources for students
- Tracked usage of food resources and performed inventory management

9 - Acadia Ambassadors Program

Acadia Ambassadors Program

International Student Ambassador

(August 2019 to March 2020)

- Mentored international students attending Acadia by providing ongoing advice, support, and information about the community, Acadia University, and life in Wolfville
- Acted as a team leader for events, workshops, and activities for international students
- Helped to facilitate the building of connections between new international students and current Acadia students
- Promoted cross-cultural communication, collaboration, and learning

10 - Devour! The Food Film Fest

Devour! The Food Film Fest

Volunteer Staff

(October 20th to 25th 2019)

- Greeted and directed guests
- Scanned and processed tickets and badges
- Prepared and distributed workshop food samples
- Supported chefs with food preparation and serving
- Answered questions, problem-solved, and communicated effectively with guests

11 - C.H.A.N.G.E.

C.H.A.N.G.E. - Children's Health and Nutritional Growth Experience

Team Leader

(September 2018 to January 2019)

- Volunteer-run collaboration between the Wolfville School and the school of Nutrition and Dietetics
- Acted as a team leader for elementary aged students
- Taught nutrition principles, safe food handling practices, and cooking techniques to children
- Communicated effectively and assisted with practical learning where children selected meals to cook and prepared them
- Ensured that children were able to learn while having fun and keeping safe

12 - TVA

TVA - Toronto Vegetarian Association

Social Media, Digital Marketing, & Web Development Manager

(October 2014 to June 2015)

- Acted as account manager for TVA's digital platforms
- Created digital marketing strategies for side project "The Veggie Challenge"
- Constructed and enhanced evidence-based nutrition web content and visual materials
- Assisted with event management and planning

*13 - **Infographic on Food Insecurity in Nova Scotia***

*14 - **Marketing Poster for Community Management Meal***

*15 - **Brochure for Community Management Meal***

*16 - **Sports Nutrition Social Media Post:***

Plant-based Protein for Recovery?

Adequate protein intake is critical for protein synthesis and recovery in athletes following exercise or sport. Animal proteins are complete proteins while plant-based proteins are mostly incomplete. Therefore, plant-based proteins need to be carefully considered for quantity and quality. Plant-based proteins are often high in fiber, which can increase satiety and lead to inadequacies in overall protein intake. Additionally, plant-based proteins have been shown to have less digestibility compared to animal proteins. Consuming a wide variety of protein-rich plant foods daily such as cereal grains, beans, legumes, soy, nuts, and seeds is essential when consuming plant-based proteins.

For more information: https://jissn.biomedcentral.com/articles/10.1186/s12970-017-0192-9/

Disclaimer: the scope of this nutrition message is public and cannot be misinterpreted as individual health or medical advice.

17 - ***Sports Nutrition Social Media Post:***

Sports drinks: When should athletes consume them?

Exercise-induced dehydration and electrolyte loss can negatively affect sports performance and fluid balance. Sports drinks help to replace electrolytes lost through perspiration, while also providing hydration and supplying carbohydrates (glucose) to restore available energy. Sports drinks are best utilized during exercise bouts of moderate to high intensity that last longer than 1 hour. Low carbohydrate (less than 10%) sports drinks are ideal before and during exercise or sport, while high carbohydrate sports drinks (more than 10%) are suitable for carbohydrate loading. Sports drinks can enhance sports performance; however, effectiveness may be dependent on the type of sport, duration, and intensity.

For more information:

https://link.springer.com/article/10.2165/00007256-200029030-00004

https://onlinelibrary.wiley.com/doi/full/10.1111/j.1467-3010.2009.01790.x

Disclaimer: the scope of this nutrition message is public and cannot be misinterpreted as individual health or medical advice.

18 - ***Sports Nutrition Social Media Post:***

Protein for Athletes: How much protein is too much protein?

Protein is essential to the human body and serves many important functions in athletes from protein synthesis to nitrogen balance, as well as recovery and building. However, too much protein can contribute to adverse effects such as increased fat mass, as excess protein can be turned into fat, which can be detrimental to sports performance. Therefore, protein should be carefully considered as requirements are generally sport or training specific. For example, strength and power athletes typically require 1.4-2.0 g/kg of body weight, while team sport athletes require 1.2-1.6 g/kg, and endurance athletes require anywhere from 1.2-2.0 g/kg of protein.

For more information:

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4045293/

https://www.tandfonline.com/doi/full/10.1080/02640414.2011.619204

Disclaimer: the scope of this nutrition message is public and cannot be misinterpreted as individual health or medical advice.

SPIRULINA

AN ERGOGENIC AID IN SPORTS

BY RACHAEL MOSS

WHAT IS SPIRULINA?

- A cyanobacterium suggested to be a functional food and dietary supplement
- **Three species:** *Spirulina platensis*, *Spirulina maxima*, *Spirulina fusiformis*
- High-protein (55 to 70%) plant-based source containing all essential amino acids
- Rich in plant-pigments and antioxidant related compounds
- Suggested to have health + ergogenic benefits

ERGOGENIC CLAIMS

- Reduce exercise-induced oxidative stress via antioxidant mechanisms
- Reduce exercise-induced inflammation
- Protect against early mental + physical fatigue onset
- Prevent exercise-induced immunity deficits
- Increase fat oxidation + decrease carbohydrate oxidation

PROPOSED MECHANISMS

- Antioxidant mechanism via pigment protein complex phycocyanin
- Reduce lipid peroxidation and fatigue via malondialdehyde (MDA)
- Increased fat oxidation and decreased carbohydrate oxidation via glutathione (GSH)
- Protect against exercise-induced immune deficits via lowering T regulatory and cytotoxic lymphocytes

DOSAGE & SAFETY

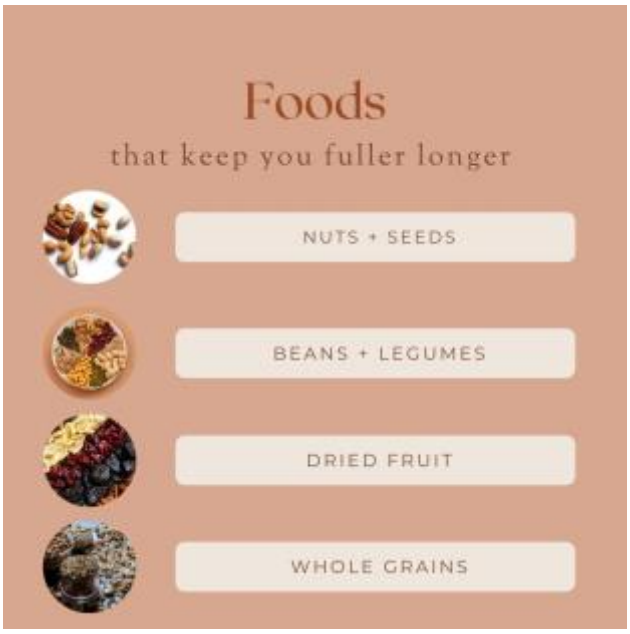
- **Typical dose:** between 1.5 to 5 g/day
- **Maximum recommended dose:** 7g/day
- Toxins a concern in some species of spirulina (only blue-green algae varieties are considered safe)
- **Potential adverse effects:** nausea, fatigue, headache, abdominal discomfort, vomiting, etc.
- Children should not consume spirulina
- Consult a professional regarding quality/source

COST & RECOMMENDATIONS

- **Typical forms:** tablet, capsule, powder, mixed-ingredient supplements
- **Price range:** $11 to $60 +
- Ergogenic effects not well understood
- Potential use for recovery after training
- Cognitive sports-related benefits may be present
- More research needed in sporting context
- Other well-researched ergogenic aids may be better options due to limited existing research on spirulina

REFERENCES:

19 - Social media post example for virtual assistant work



20 - Social media post example for virtual assistant work

21 - Social media post example for virtual assistant work

22 - Social media post example for virtual assistant work

Nutrition-based Culinary Creations

23 - @itsohhsogreen

Ohhsogreen began in 2013 in Toronto, Ontario, as a creative outlet to inspire people about simple, healthy, and delicious plant-based foods and recipes. It has since become an easily accessible digital recipe book and visual representation of meal ideas for myself and others to refer to.

24 - Creamy Chocolate Cacao Chip Banana Smoothie

25 - Raspberry Banana Oatmeal Bowl

26 - Fruit Medley featuring Figs

27 - Oat Milk London Fog

28 - Crispy Sweet Potato & Chickpea Salad

29 - Vegan Banana Chocolate Chip Oat Cookies

30 - Plant-based Dairy-free Pesto

31 - Open-faced Breakfast Sandwich

32 - Vegan Pesto Fettuccini

33 - Lemon Infused Rosemary & Pepper Pumpkin Wedges

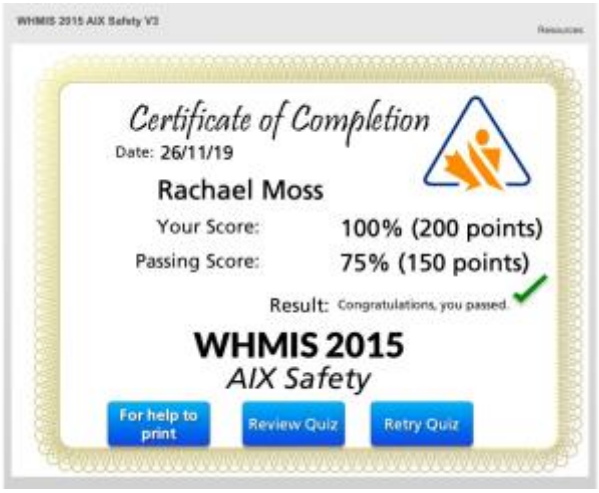
34 - Antioxidant-rich Oatmeal Bowl

35 - Mixed Berry & Banana Superfood Smoothie Bowl

36 - Sprouted Grains Toast with Peanut Butter & Raspberries

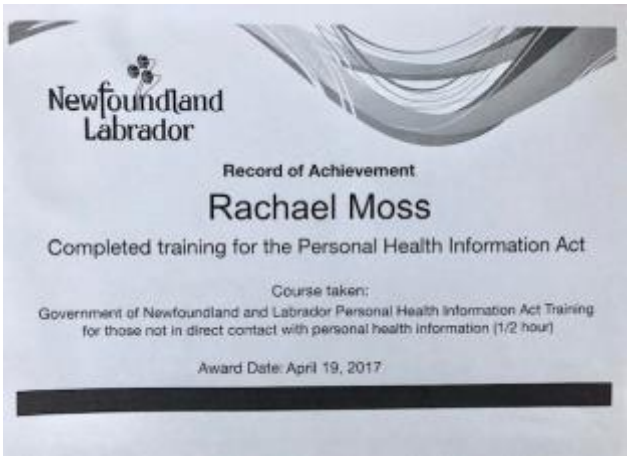
Diplomas & Certificates

37 - Advanced Food Safety Certification



38 - WHMIS: Workplace Hazardous Materials Information System Certification

39 - Tri-Council Policy Statement: Course on Research Ethics



40 - PHIA: Personal Health Information Act Training

41 - Arts Management Diploma

Nutrition Awards

*42 - **Science Atlantic Undergraduate Award 2021***

- *Awarded first place for the Science Atlantic Undergraduate Award for an enhanced research poster presentation at the Science Atlantic Nutrition and Foods Conference 2021.*
- *Research project was titled: Carbonated emotions: Consumers' sensory perception and emotional response to carbonated and still fruit juices*

*43 - **Susie Golding Langley Award 2020-2021***

- *Awarded by the School of Nutrition & Dietetics to a third or fourth year student with a demonstrated interest and aptitude in sports nutrition and/or a promising and well-rounded Nutrition and Dietetics student*

Research Publications

Below are several examples of my peer-reviewed publications. Additional publications I have authored can be provided upon request.

RESEARCH ARTICLE

Journal of Texture Studies | WILEY

Comparison of 3D printed and molded carrots produced with gelatin, guar gum and xanthan gum

Heather Strother | Rachael Moss | Matthew B. McSweeney

Abstract

This study examined the effects of different hydrocolloids (guar gum, xanthan gum and gelatin) on the sensory and textural properties of pureed carrots. There were eight products involved in the study: 3D printed carrots and molded carrots without the addition of gums and with guar gum, xanthan gum and gelatin. All products were evaluated using trained panelists (n = 12) and underwent a texture profile analysis. No significant differences were found between the molded and 3D printed pureed carrots; instead, the samples were grouped based on the gum used in their production. The samples made with gelatin and xanthan gum were the hardest (texture profile analysis) and the densest samples when evaluated by the trained panelists. The 3D printing did not affect the taste properties of the pureed carrots, as they were evaluated to be similar to that of the molded carrots ($p > .05$). This study demonstrated that 3D printing did not affect the textural and sensory properties of pureed carrots when compared to molded carrots. However, changes in the printing parameters (infill percentage, nozzle diameter, flow rate, nozzle height) need to be evaluated to determine their effect on the sensory properties of 3D printed pureed carrots.

KEYWORDS

additive manufacturing, dysphagia, sensory properties, trained panel

44 - ***Comparison of 3D printed and molded carrots produced with gelatin, guar gum and xanthan gum***

Authors : *Heather Strother, Rachael Moss, and Matthew B. McSweeney*

https://doi.org/10.1111/jtxs.12545

beverages

MDPI

Article

The Use of Temporal Check-All-That-Apply and Category Scaling by Experienced Panellists to Evaluate Sweet and Dry Ciders

Rachael Moss, Sophie Barker and Matthew B. McSweeney *

Abstract: Cider is a growing market in North America, but more studies need to be completed to fully understand ciders' sensory properties. The primary objective of this study was to identify the differences in the sensory properties of ciders described as "sweet" or "dry" using both static (category scales) and dynamic (temporal check-all-that-apply, TCATA) sensory methodologies. The secondary objective was to evaluate experienced panellists with a familiar methodology (category scales) and an unfamiliar methodology (TCATA). The sweet ciders were characterized by sweet, floral, cooked apple, and fresh apple attributes, and they had a sour aftertaste. The dry ciders were found to be bitter, sour, earthy, and mouldy, and they had a sour and bitter aftertaste. The experienced panellists produced reproducible results using both methodologies; however, they did not find small differences between the cider samples. Future research should investigate a wider range of cider and investigate ciders' aftertaste. More studies need to be completed on experienced panellists and on when researchers and the food industry should use them.

Keywords: cider; temporal check-all-that-apply; experienced panellists; alcoholic beverages

45 - ***The use of temporal check-all-that-apply and category scaling by experienced panellists to evaluate sweet and dry ciders***

Authors : *Rachael Moss, Sophie Barker, and Matthew B. McSweeney*

https://doi.org/10.3390/beverages7020024

Journal of the Science of Food and Agriculture

Research Article

Identification of sensory properties driving consumers' liking of commercially available kale and arugula

Sophie Barker, Rachael Moss, Matthew B. McSweeney

First published: 01 June 2021 | https://doi.org/10.1002/jsfa.11346

Read the full text > PDF TOOLS SHARE

Abstract

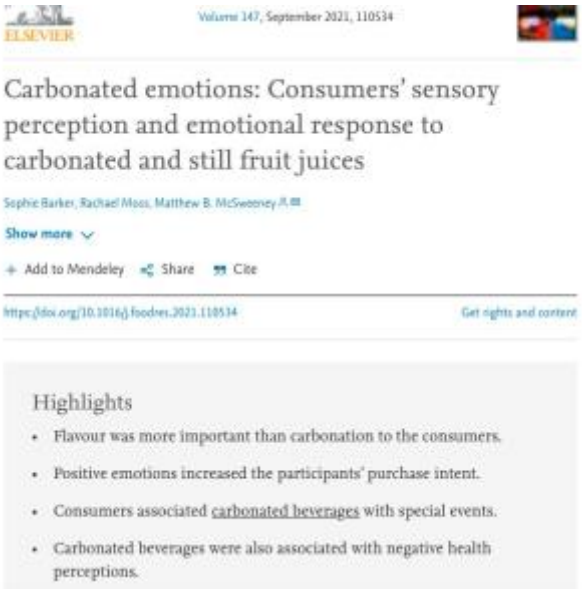
BACKGROUND

Kale and arugula are leafy green vegetables whose sensory properties have not been extensively explored. The objective was to assess the sensory properties and consumer acceptability of commercially available kale and arugula while also discovering drivers of consumer liking and barriers to consumer acceptance. Descriptive analysis and consumer testing were completed. The trained panellists (*n* = 11) were trained for 15 h to evaluate 11 sensory properties relating to the aroma, taste and texture of the kale and arugula. The consumer testing (*n* = 108) evaluated the leafy greens for overall liking and their liking of taste, aroma, texture and appearance.

46 - ***Identification of sensory properties driving consumers' liking of commercially available kale and arugula***

Authors: *Sophie Barker, Rachael Moss, and Matthew B. McSweeney*

https://doi.org/10.1002/jsfa.11346



ELSEVIER Volume 147, September 2021, 110534

Carbonated emotions: Consumers' sensory perception and emotional response to carbonated and still fruit juices

Sophie Barker, Rachael Moss, Matthew B. McSweeney

Show more

+ Add to Mendeley Share Cite

https://doi.org/10.1016/j.foodres.2021.110534 Get rights and content

Highlights

- Flavour was more important than carbonation to the consumers.
- Positive emotions increased the participants' purchase intent.
- Consumers associated carbonated beverages with special events.
- Carbonated beverages were also associated with negative health perceptions.

47 - ***Carbonated emotions: consumers' sensory perception and emotional response to carbonated and still fruit juices***

Authors: *Sophie Barker, Rachael Moss, and Matthew B. McSweeney*

https://doi.org/10.1016/j.foodres.2021.110534

Thank you for stopping by! *- Rachael*

Contact Information:

Email: rachaellynnmoss@gmail.com

Phone: 902-452-0011

Note: For Virtual Assistant work opportunities, please contact Karyn Sunohara at info@fortheloveoffood.co