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# Menu 1 - Paper 2

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## Defining pleasure toward individual familiarity level: The case of gourmet meal

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**Abstract:** This paper deals with pleasure and presents results from a doctoral research interested in meal experience in the context of fine-dining restaurants. Consumption experience is defined as an interaction between an object and a person (Filser, 2008), providing emotions, sensations and meaning to consumers. We wish to explore in this paper one specific experiential topic, pleasure. Thanks to the analysis of a double collection of qualitative data, results show a significant difference between categories of consumers according to one characteristic: individual familiarity level. Pleasure seems to be a major descriptor of a meal experience for more familiar customers (experts). Concerning less familiar customers (novices), pleasure is considered as a global and physical feeling, related with discovery, newness and rarity of an unique experience process. Results may help restaurant managers and Chefs to understand better their customers, and provide optimal pleasure to their different categories of clientele.

**Keywords:** pleasure, gourmet meal experience, individual familiarity, qualitative data

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