

---

# Lightness and freshness. Cross modal perception and drinkability.

**PhD :**

Jérémy ROQUE

**Preview :**

The main objective of this PhD research is to investigate both from behavioural and theoretical points of view the sensory and cognitive factors that underlie the perceptual experience of freshness during the consumption of alcoholic beverages. This implies first to understand the multimodal perception of beverages, and thereby to identify the relative contributions of different sensory modalities (as well as the interaction effects between them) on the perception of freshness. From an operational point of view, this program of research aims at investigating the perceptual mechanisms at stake in order to efficiently improve the innovation strategy of Pernod-Ricard group in particular through the product formulation and recommendations for marketing.

**Supervisor :**

Malika Auvray - Jérémie Lafraire

**Graduate School :**

Ecole doctorale n°158, « Cerveau, Cognition, Comportement », Université Pierre et Marie Curie (Paris)

**Partners :**

- Centre de Recherche Pernod Ricard

---

## Page One

[September 14 & 15 2023 3rd edition of the Altered Taste symposium](#)

### Institut Paul Bocuse

Château du Vivier - Ecully - France  
Tel: +33 (0)4 72 18 02 20

20, place Bellecour - Lyon - France  
Tel: +33 (0)4 78 37 23 02

### Contact

Raphaëlle Mouillefarine  
*Partnerships Development*  
[Send an email](#)  
+33 (0)4 26 20 97 63

### Career

- > [PhD Position - HealthFerm - Social Science](#)
- > [Social Science Research Scientist F/M](#)
- > [PhD Position - Computational Neuroscience - Cognitive Neuroscience](#)

## PhD Student

- > [Jérémy ROQUE](#)

