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Rye bread in Sweden

Health-related and sensory qualities,
consumer perceptions and consumption
patterns

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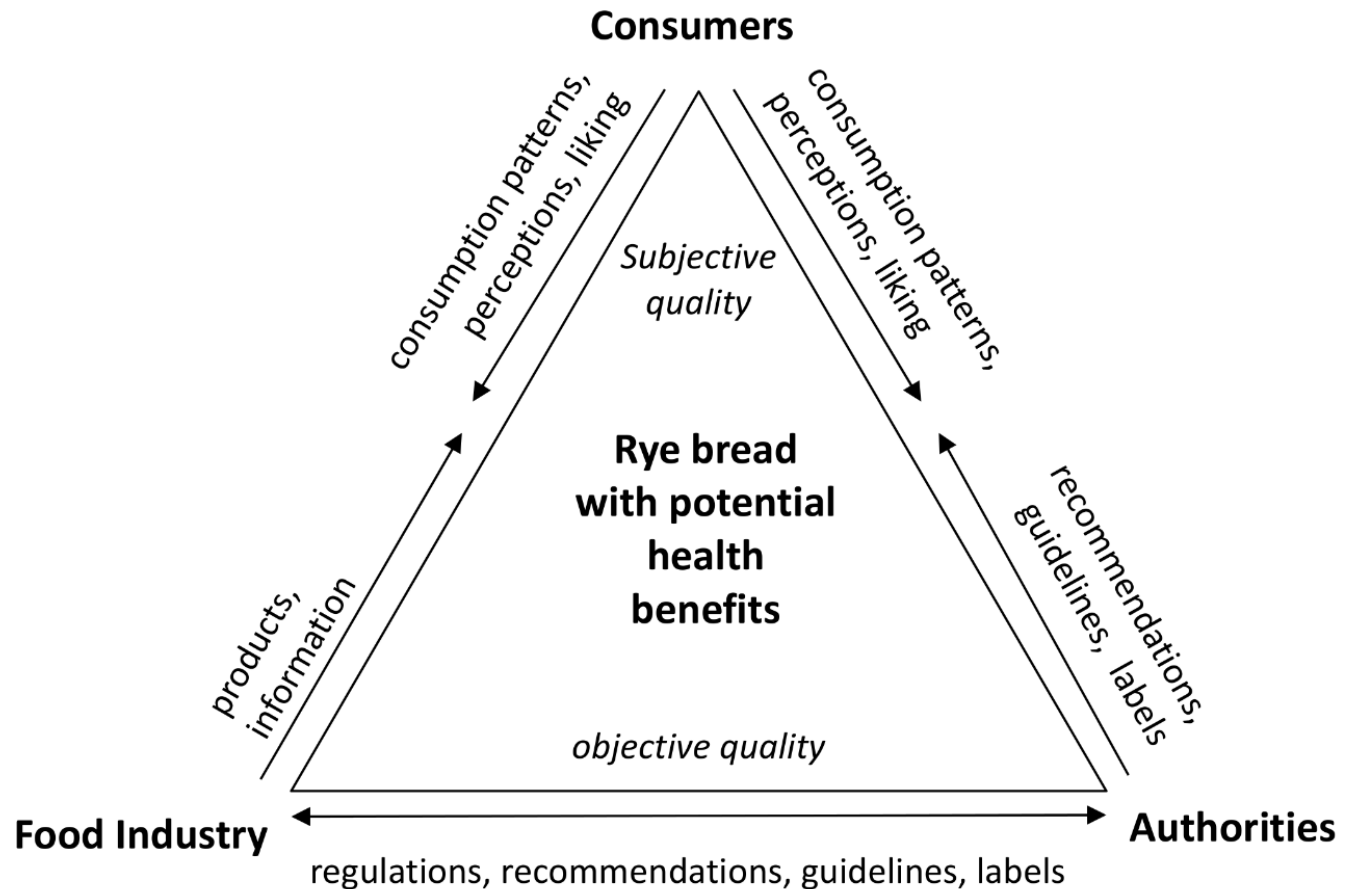
2017-06-07

Power or rye, Mariehamn, Åland





Factors investigated and discussed

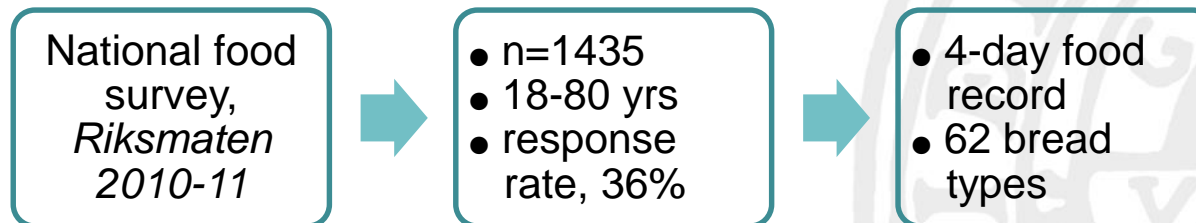


Sandvik, P. (2017). *Rye bread in Sweden: Health-related and sensory qualities, consumer perceptions and consumption patterns* (Doctoral dissertation, Acta Universitatis Upsaliensis).

Investigation of bread consumption patterns in Sweden

Aim

to compare bread consumption patterns among Swedish adults in relation to selected socio-demographic, geographic, and lifestyle-related factors... ..to investigate the intake of whole-grain and rye bread and the context of bread consumption



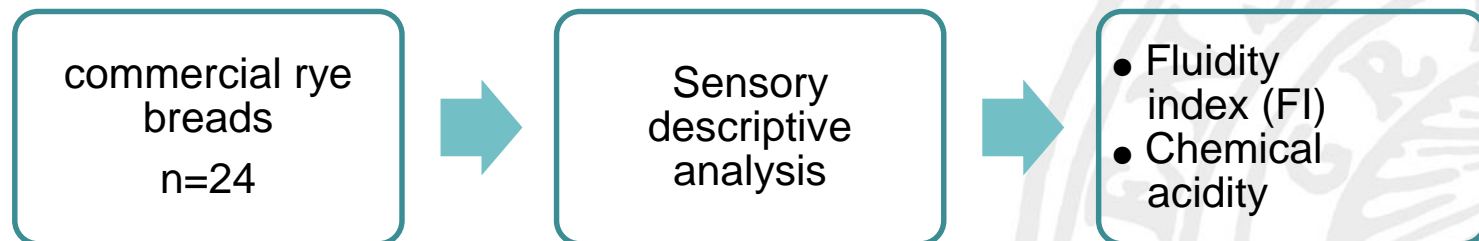
Selected findings

- “Mainly white bread consumers” associated with e.g.
 - Younger age (18-44 years)
 - Lower educational level
 - Children in the household
- Younger consumers and “mainly white bread consumers” more often ate bread on restaurants and “on the run”

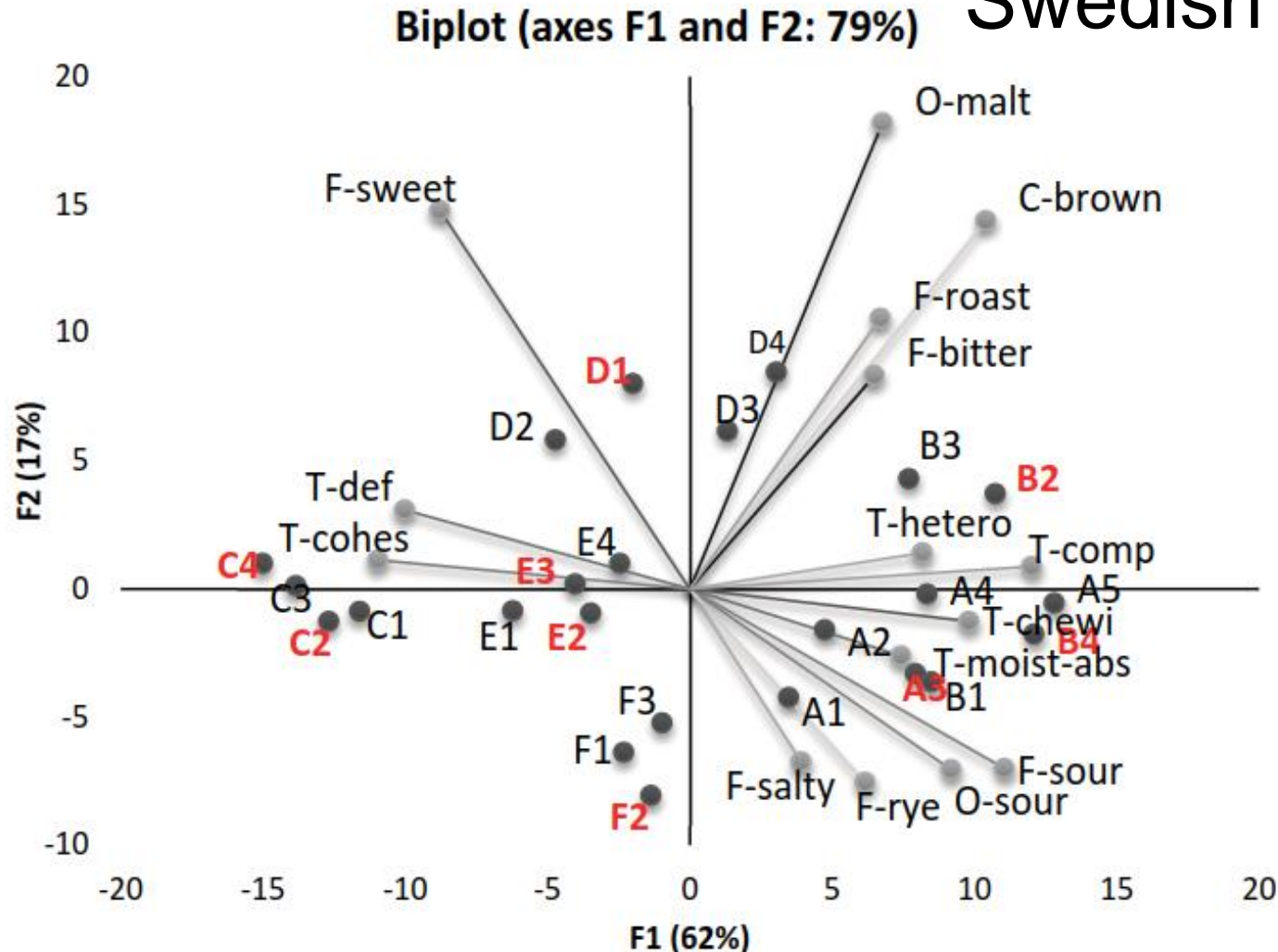
Characteristics of rye bread on the Swedish market

Aim

to characterize commercial rye bread on the Swedish market using sensory descriptive analysis, fluidity index, chemical acidity and selected package information



Sensory map of rye bread on the Swedish market

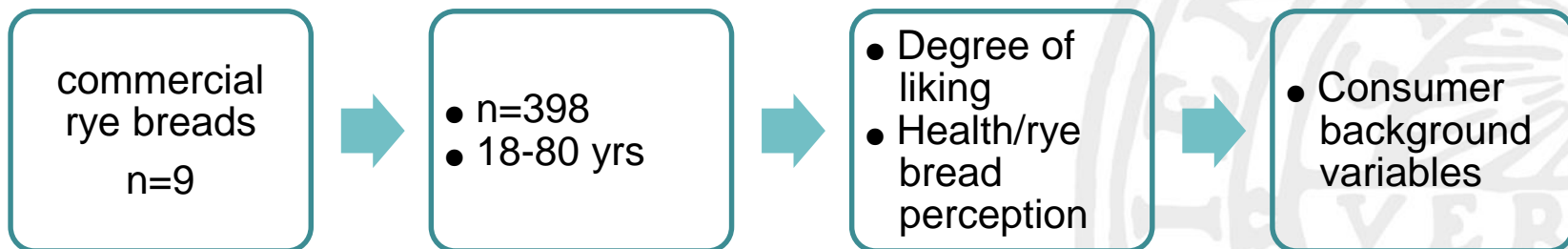


Sandvik, P., Marklinder, I., Nydahl, M., Næs, T., & Kihlberg, I. (2016). Characterization of commercial rye bread based on sensory properties, fluidity index and chemical acidity. *Journal of Sensory Studies*, 31, 283-295.

Rye bread liking and perception

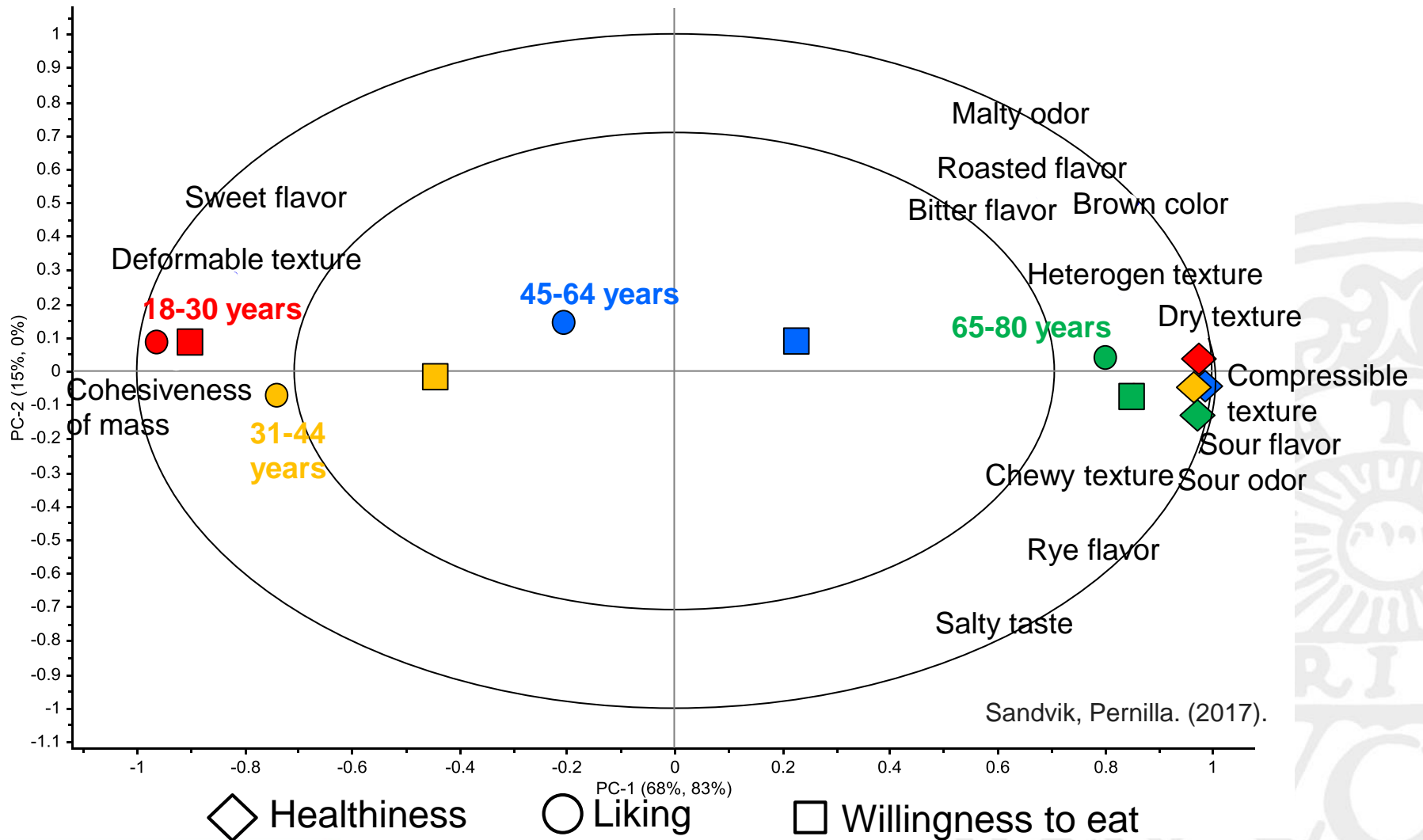
Aim

to compare liking for commercial rye bread among younger and older Swedish consumers in relation to socio-demographics, childhood bread-eating habits and food choice motives. Further, to describe consumers' sensory perceptions of a "rye bread" and healthiness in bread



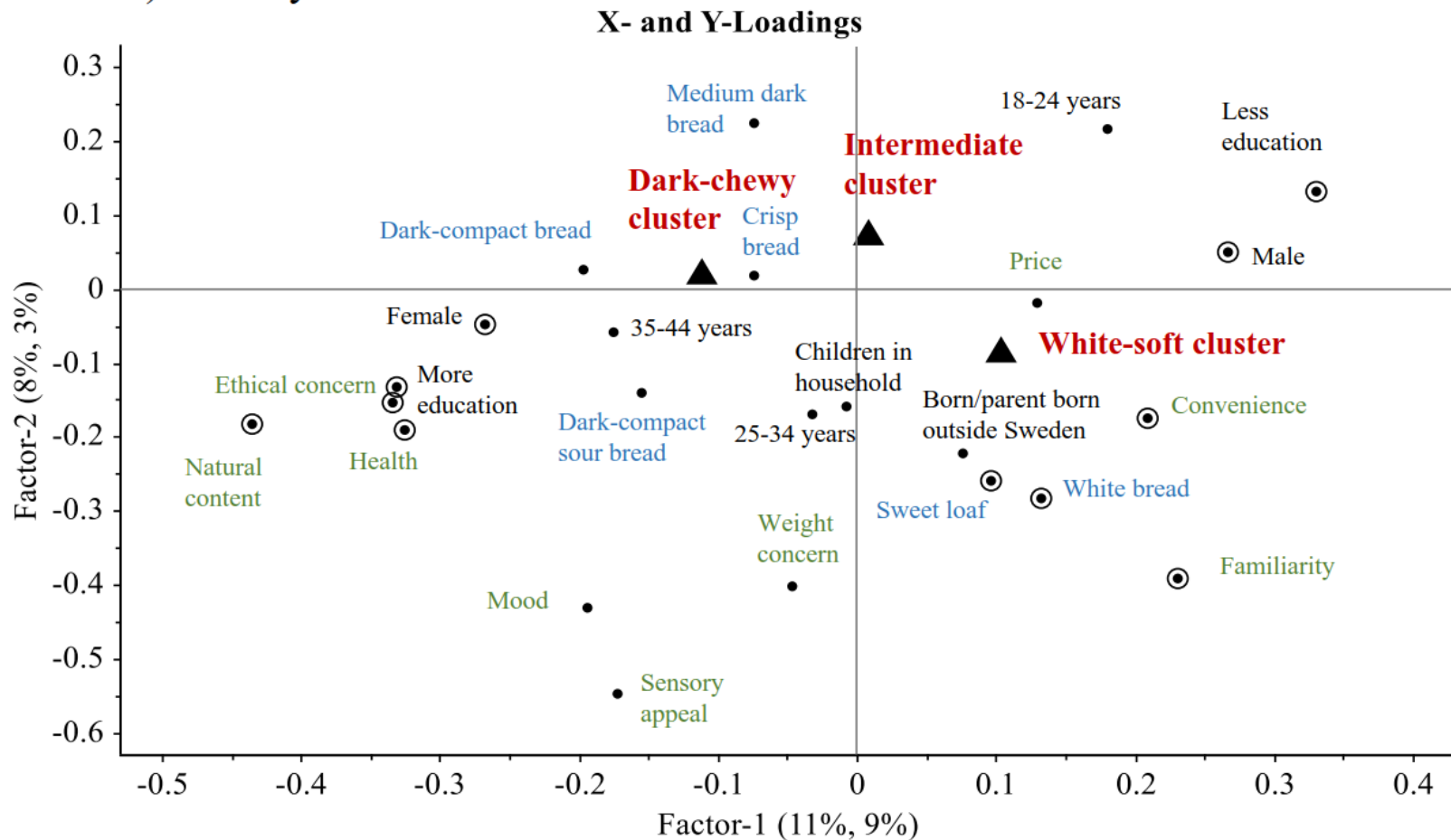
Sensory perceptions of rye bread

Correlation Loadings (X and Y)



Consumer background variables associated with rye bread liking

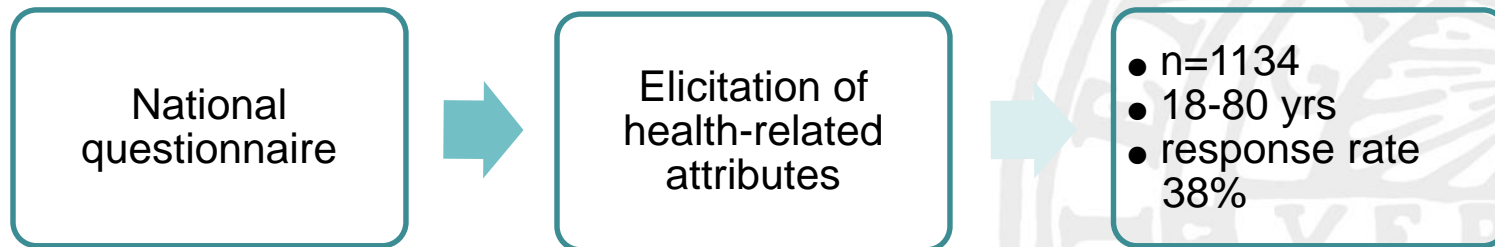
a) 18-44 years



Health-related bread perceptions

Aim

to describe consumers' health-related perceptions of bread by exploring which health-related quality attributes consumers associate with bread and whether consumer perceptions differ as a function of age and educational level



Some conclusions and implications

"Target consumers"

Younger adults, families with children, lower education, less familiar with rye bread, convenience and familiarity more important in food choice

Liking

Different liking patterns for rye bread among younger and older adults. Alike sensory quality of bread rich in rye with consumer liking.

Health-related perceptions

Challenge for consumers to identify healthier bread. Based on sensory perceptions consumers were able to identify healthy alternatives



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Thank you!

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