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

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

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

Deformable texture
Cohesiveness of mass

18-30 years
31-44 years

45-64 years
65-80 years

Malty odor
Roasted flavor
Bitter flavor
Brown color
Heterogen texture
Dry texture
Compressible texture
Sour flavor
Rye flavor
Salty taste

Sweet flavor
Chewy texture
Dry texture
Sour flavor
Chewy texture
Dry texture
Sour flavor

Compressible texture
Liking
Willingness to eat

Healthiness

Consumer background variables associated with rye bread liking

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

<table>
<thead>
<tr>
<th>&quot;Target consumers&quot;</th>
<th>Younger adults, families with children, lower education, less familiar with rye bread, convenience and familiarity more important in food choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liking</td>
<td>Different liking patterns for rye bread among younger and older adults. Aline sensory quality of bread rich in rye with consumer liking.</td>
</tr>
<tr>
<td>Health-related perceptions</td>
<td>Challenge for consumers to identify healthier bread. Based on sensory perceptions consumers were able to identify healthy alternatives</td>
</tr>
</tbody>
</table>

Thank you!

- Kronprinsessan Margareta’s Minnesfond
- Formas Vinnova & Fazer AB
- Sasakawa Young Leader Fellowship Foundation
- Stiftelsen Louise Fehrs Minnesfond