

Damir D. Torrico

Assistant Professor in Sensory Science

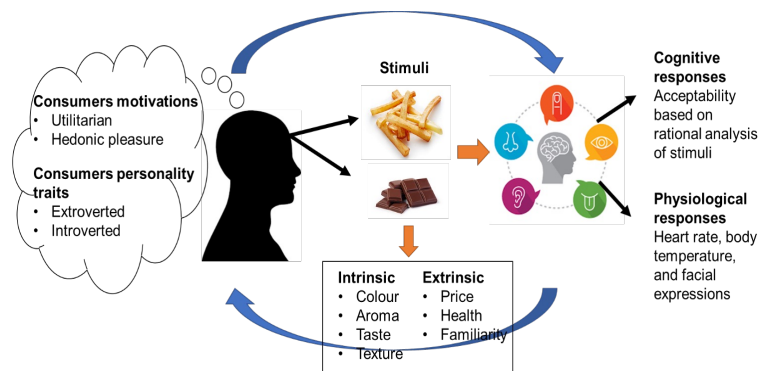
Department of Food Science & Human Nutrition

[Affiliate Research Page](#)

Email: damir@illinois.edu

Created: April 2024

Dr. Torrico is dedicated to advancing sensory science in food research. Specializing in taste perception and food product optimization, his lab conducts innovative research on physiological and psychological responses to foods, new product development, and advanced statistical methods.



Keywords

Sensory science, taste perception, consumer behavior, food product optimization, healthier alternatives, interdisciplinary collaboration

Research Interests

- Taste perception
- Food product optimization
- Consumer acceptability
- Consumer physiological and psychological responses

Current Projects

- Biometric measurements on sensory evaluation of foods and beverages
- Salt and sugar reductions in foods and their effects on consumer acceptability
- Use of novel ingredients on the taste perception and consumer behaviors

Interest Areas for Collaboration/Future Work

Dr. Torrico's expertise in sensory science offers valuable insights across disciplines such as public health, psychology, and technology within the food science and human nutrition fields. Future research interests include exploring taste perception, leveraging innovative sensory techniques such as eye-tracking and virtual reality, developing healthier food alternatives, and applying advanced data analytics for optimizing products.