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**A MÚSICA NA AVALIAÇÃO SENSORIAL
THE MUSIC IN THE SENSORY EVALUATION**

Non-sensory characteristics of foods influence the perception of taste, and so modify their evaluation, choice and acceptance by consumer during sensorial analysis. Environmental elements may arouse emotional reactions in consumers such as happiness, unconcern, relaxation; or sadness, depression, and melancholy. Music is among the most used stimuli used for sensory analysis because it activates a number of areas of the human brain and can induce acts, thoughts and emotions. When individuals are trying foods in an environment with and without music, or with different types of music and levels of sound, mood states, speed of movement and general impressions can be altered and, or, intensified. Some studies have shown that by simply changing background music, it changes the way people classify the taste of a drink or food and, or, how much they like the overall experience, causing metaphorical transfer of tactile attributes between music and food. One of the probable explanations is the change of salivation according to the alteration of environmental components. However, the mechanisms for this interference are not clear, and there is still the need for further studies that report and translate these multisensory experiences.

References

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