

First session

Participant no. _____

Thank you for accepting invitation for the burger testing
We really appreciate your opinion

You are taking part in a consumer tasting of beef burgers. Please begin the testing by writing your participant number, completing a first part of the survey, and then proceed to the next section. Please use a blue pen to fill in the form and write crosses in boxes and on appropriate place on scale e.g.

Question:☒ answer a☐ answer b

very weak ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐ very strong

☒ answer a☐ answer b☒ answer c**What is your gender?**

- ☐ female
☐ male
☐ non-binary
☐ prefer not to disclose

What is your age?

- ☐ 19 – 24 years
☐ 25 – 44 years
☐ 45 – 65 years
☐ 65 years and over

Please specify your age: _____**What is your education level?**

- ☐ no formal/primary/lower secondary
☐ upper secondary
☐ third level non degree
☐ third level degree and higher

What is your place of residence?

- ☐ city (population greater than 50,000)
☐ urban town (population between 1,500 and 49,999)
☐ rural area (population lower than 1,500)

Financial situation:

- ☐ healthy (I have money left at the end of the month for a few luxuries or to add to my savings)
☐ OK (I get by, but there's not a lot left by the time the basics are taken care of)
☐ tight – I'm making ends meet, but only just
☐ struggling – I'm in danger of falling behind with bills or loan repayments
☐ in trouble

How often do you eat the beef burgers?

- ☐ never
☐ once or two a month
☐ three-four times a month
☐ once a week
☐ two or three times a week
☐ every day

How strong is your desire to eat right now?

very weak ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ very strong

Where do you usually eat beef burgers?

- ☐ at my home or at friends' house
☐ fast-food outlet
☐ gourmet burger outlet
☐ street-food vendors
☐ other foodservice venue or place
 (please specify)

When cooking burgers, what type of burgers do you usually use?

- ☐ hand-made (prepared from scratch),
☐ refrigerated beef patties
☐ frozen beef patties

Have you ever tried seaweed before?

- ☐ no, I have not
☐ yes, I have

How often do you use salt at the table?

- ☐ never or rarely
☐ quite often
☐ always or very often

How much bread do you eat in one day?

- ☐ always unsalted bread or bread
☐ with very little salt
☐ 3 or less than 3 slices of bread a day
☐ ≥ 4-5 slices of bread for day

How many times a week do you eat cheese and/or cold cuts?

- ☐ 0-2 times a week
☐ 3-4 times a week
☐ 5 or more times a week

Do you ever get thirsty, especially after a meal?

- ☐ never or rarely
☐ quite often
☐ always or very often

When you eat out, food seems usually?

- ☐ salty
☐ normal
☐ insipid

To what extent do you agree with the following statements? *please mark X in the appropriate box*

Statements	strongly disagree	disagree	more or less disagree	undecided	more or less agree	agree	strongly agree
	1	2	3	4	5	6	7
1. I am constantly sampling new and different cuisines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I do not trust new foods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. If I do not know what is in a food, I will not try it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I like foods from different countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Food that I have not eaten before, look too weird to eat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. At dinner parties I will try a new food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I am afraid to eat things I have never had before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am very particular about the foods I will eat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I will eat almost anything.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I like to try restaurants with new cuisines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. My overall impression of edible seaweeds is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I am certain about the quality and safety of edible seaweed for consumption.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I am optimistic about the overall quality of food containing seaweeds and I will buy in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I try to avoid food products with additives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. To me the naturalness of the food that I buy is an important quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. When I eat out my menu choices are based on healthiness of the meals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I would rather eat a smaller portion of my favourite meal in a fast food restaurant than a reduced calorie version.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During this session, you will receive **6 samples**, each of which is a quarter of a burger.

Testing instruction

1. You will be receiving samples of burgers one by one. Take a sip of mineral water, chew a piece of crackers, and then take a sip of water again.
2. Please write down the code of the sample in a designated spot, e.g. **Sample code: 523**
3. After that unwrap sample, smell burger, mark X in the box on the appropriate liking scale.
4. Next, look at a sample and assess appearance liking.
5. Then taste a sample and evaluate the other sensory traits.
6. Finally, think about overall sensory impression of the sample you have just tried and answer for remaining questions.
7. Please proceed in the same way with the next samples.
8. At the end of assessment, please check if all fields on the card have been completed.
9. We really appreciate **YOUR** individual opinion, so please do not talk to anyone else during the research session.

Sample code: _____

Aroma-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Appearance-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Flavour-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Texture-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Overall-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Saltiness:

not salty ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ very salty

How likely are you to buy the burger

highly unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ highly likely

Please indicate which you think apply to the burger sample you have just tried by placing a cross like this [X] in the box next to it. **There are no right or wrong answers. Please tick as many or as few as you wish.**

<input type="checkbox"/>	enthusiastic
<input type="checkbox"/>	happy
<input type="checkbox"/>	good natured
<input type="checkbox"/>	free
<input type="checkbox"/>	joyful
<input type="checkbox"/>	interested
<input type="checkbox"/>	understanding
<input type="checkbox"/>	pleasant
<input type="checkbox"/>	good

<input type="checkbox"/>	adventurous
<input type="checkbox"/>	secure
<input type="checkbox"/>	active
<input type="checkbox"/>	satisfied
<input type="checkbox"/>	loving
<input type="checkbox"/>	warm
<input type="checkbox"/>	calm
<input type="checkbox"/>	aggressive

<input type="checkbox"/>	nostalgic
<input type="checkbox"/>	wild
<input type="checkbox"/>	tame
<input type="checkbox"/>	mild
<input type="checkbox"/>	guilty
<input type="checkbox"/>	worried
<input type="checkbox"/>	bored
<input type="checkbox"/>	disgusted



If you have any additional comments regarding this sample, feel free to share your opinion

Sample code: _____

Aroma-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Appearance-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Flavour-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Texture-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Overall-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Saltiness:

not salty ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ very salty

How likely are you to buy the burger

highly unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ highly likely

Please indicate which you think apply to the burger sample you have just tried by placing a cross like this [X] in the box next to it. **There are no right or wrong answers. Please tick as many or as few as you wish.**

<input type="checkbox"/>	disgusted
<input type="checkbox"/>	pleasant
<input type="checkbox"/>	warm
<input type="checkbox"/>	free
<input type="checkbox"/>	worried
<input type="checkbox"/>	interested
<input type="checkbox"/>	aggressive
<input type="checkbox"/>	enthusiastic
<input type="checkbox"/>	mild

<input type="checkbox"/>	happy
<input type="checkbox"/>	adventurous
<input type="checkbox"/>	calm
<input type="checkbox"/>	nostalgic
<input type="checkbox"/>	good
<input type="checkbox"/>	good natured
<input type="checkbox"/>	joyful
<input type="checkbox"/>	satisfied

<input type="checkbox"/>	wild
<input type="checkbox"/>	understanding
<input type="checkbox"/>	bored
<input type="checkbox"/>	loving
<input type="checkbox"/>	tame
<input type="checkbox"/>	guilty
<input type="checkbox"/>	active
<input type="checkbox"/>	secure



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dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Appearance-liking:

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Flavour-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Texture-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

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How likely are you to buy the burger

highly unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ highly likely

Please indicate which you think apply to the burger sample you have just tried by placing a cross like this [X] in the box next to it. **There are no right or wrong answers. Please tick as many or as few as you wish.**

<input type="checkbox"/>	adventurous
<input type="checkbox"/>	secure
<input type="checkbox"/>	disgusted
<input type="checkbox"/>	tame
<input type="checkbox"/>	loving
<input type="checkbox"/>	interested
<input type="checkbox"/>	happy
<input type="checkbox"/>	guilty
<input type="checkbox"/>	good

<input type="checkbox"/>	worried
<input type="checkbox"/>	wild
<input type="checkbox"/>	active
<input type="checkbox"/>	satisfied
<input type="checkbox"/>	joyful
<input type="checkbox"/>	mild
<input type="checkbox"/>	warm
<input type="checkbox"/>	enthusiastic

<input type="checkbox"/>	nostalgic
<input type="checkbox"/>	good natured
<input type="checkbox"/>	free
<input type="checkbox"/>	aggressive
<input type="checkbox"/>	pleasant
<input type="checkbox"/>	calm
<input type="checkbox"/>	understanding
<input type="checkbox"/>	bored



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dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Appearance-liking:

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Flavour-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

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dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

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Saltiness:

not salty ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ very salty

How likely are you to buy the burger

highly unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ highly likely

Please indicate which you think apply to the burger sample you have just tried by placing a cross like this [X] in the box next to it. **There are no right or wrong answers. Please tick as many or as few as you wish.**

<input type="checkbox"/>	bored
<input type="checkbox"/>	good natured
<input type="checkbox"/>	secure
<input type="checkbox"/>	free
<input type="checkbox"/>	happy
<input type="checkbox"/>	guilty
<input type="checkbox"/>	interested
<input type="checkbox"/>	enthusiastic
<input type="checkbox"/>	wild

<input type="checkbox"/>	nostalgic
<input type="checkbox"/>	warm
<input type="checkbox"/>	active
<input type="checkbox"/>	worried
<input type="checkbox"/>	aggressive
<input type="checkbox"/>	good
<input type="checkbox"/>	disgusted
<input type="checkbox"/>	calm

<input type="checkbox"/>	adventurous
<input type="checkbox"/>	satisfied
<input type="checkbox"/>	tame
<input type="checkbox"/>	mild
<input type="checkbox"/>	understanding
<input type="checkbox"/>	loving
<input type="checkbox"/>	joyful
<input type="checkbox"/>	pleasant



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dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Appearance-liking:

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Flavour-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Texture-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

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Saltiness:

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How likely are you to buy the burger

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<input type="checkbox"/>	adventurous
<input type="checkbox"/>	happy
<input type="checkbox"/>	tame
<input type="checkbox"/>	joyful
<input type="checkbox"/>	disgusted
<input type="checkbox"/>	interested
<input type="checkbox"/>	calm
<input type="checkbox"/>	aggressive
<input type="checkbox"/>	free

<input type="checkbox"/>	loving
<input type="checkbox"/>	secure
<input type="checkbox"/>	active
<input type="checkbox"/>	satisfied
<input type="checkbox"/>	nostalgic
<input type="checkbox"/>	worried
<input type="checkbox"/>	bored
<input type="checkbox"/>	mild

<input type="checkbox"/>	enthusiastic
<input type="checkbox"/>	wild
<input type="checkbox"/>	good natured
<input type="checkbox"/>	pleasant
<input type="checkbox"/>	guilty
<input type="checkbox"/>	understanding
<input type="checkbox"/>	good
<input type="checkbox"/>	warm



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dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Appearance-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Flavour-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Texture-liking:

dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

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dislike ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ like very much

Saltiness:

not salty ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ very salty

How likely are you to buy the burger

highly unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ highly likely

Please indicate which you think apply to the burger sample you have just tried by placing a cross like this [X] in the box next to it. **There are no right or wrong answers. Please tick as many or as few as you wish.**

<input type="checkbox"/>	calm
<input type="checkbox"/>	happy
<input type="checkbox"/>	bored
<input type="checkbox"/>	free
<input type="checkbox"/>	guilty
<input type="checkbox"/>	mild
<input type="checkbox"/>	understanding
<input type="checkbox"/>	nostalgic
<input type="checkbox"/>	satisfied

<input type="checkbox"/>	good natured
<input type="checkbox"/>	disgusted
<input type="checkbox"/>	joyful
<input type="checkbox"/>	good
<input type="checkbox"/>	adventurous
<input type="checkbox"/>	pleasant
<input type="checkbox"/>	secure
<input type="checkbox"/>	enthusiastic

<input type="checkbox"/>	aggressive
<input type="checkbox"/>	loving
<input type="checkbox"/>	active
<input type="checkbox"/>	tame
<input type="checkbox"/>	wild
<input type="checkbox"/>	worried
<input type="checkbox"/>	interested
<input type="checkbox"/>	warm



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Thank you for participating in the burger testing!