

Linda Bartoshuk

Professor Emerita at University of Florida

Gainesville, FL, US

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Biography

Linda Bartoshuk studies sensory perception of foods, including taste, olfaction and irritation/pain. She and her students have developed new measurement techniques for quantifying sensations as well as the pleasure/displeasure these sensations evoke. Traditional sensory evaluation compares samples, for example, is coffee A better than coffee B? The new techniques permit valid comparisons of consumers. Her lab discovered supertasters--individuals who experience unusually intense tastes--and studies the consequences of taste pathology. Most recently, Linda has collaborated with horticulturists to connect sensory variation in fruit with variation in fruit palatability.

Industry Expertise

Food Production, Food Processing

Areas of Expertise

Food Science & Human Nutrition, Sensory Perception of Food

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