Based within an academic institution that is respected both nationally and internationally, we are able to bring together the latest knowledge to address research questions about how consumers, food producers, retailers and processors think about food and how they make their decisions about it.

The research experience of our academic staff will help you address key questions about consumer food choices, food health claims, food labelling, food quality, food safety, and nutritional, cognitive and sensory responses to food.

NU-Food facilities and our research experience and expertise come together to help you extend your organisation’s knowledge and understanding about the impact of different specific environments, such as catering or retail outlets, on consumer food choices.

We have built up expertise in human nutrition research over many years and have well-established links with the Human Nutrition Research Centre. We can help you investigate factors affecting food quality, and are able to design and carry out studies into the health benefits and quality of products, as well as consumer sensory responses to them.
NU-Quality assesses sensory characteristics and other quality aspects of food and beverages.

We can compare the quality of products and how they are affected by a range of factors such as raw materials, recipes or storage conditions.

Our innovative methods allow precise assessments of sensory qualities, using panels of ordinary, untrained consumers.

Our analytical lab can carry out specialised measurements of bioactive compounds, linking up with the health aspects of the foods being investigated.

We can also probe the complex interactions between these qualities and aspects such as labelling to investigate the effects on consumer choice.
NU-CHOICES helps you to understand how consumers make decisions about food purchasing. We bring together NU-Food facilities and our research expertise to help you extend your organisation’s knowledge and understanding about the impact of different specific environments - such as catering or retail outlets on consumer food choices through understanding of people’s perceptions and attitudes.

Using sensory assessment and other cutting edge technologies, NU-Choices helps you to measure consumer perceptions, attitudes and values.

nu-food
Agriculture Building, Newcastle University, NE1 7RU  0191 208 3592  NU.Food@ncl.ac.uk
Visit us at www.ncl.ac.uk/afrd/nufood

@nufoodresearch
NU-Label can use knowledge generated within Newcastle University to test the public’s responses to nutrition, food safety and sustainability labels - and address the questions you want answered.
We can offer help at a variety of levels:

For products where a health claim may be applicable, we can support every step of the process – assessing prospects, designing appropriate studies, carrying out systematic reviews and writing research papers.

We can organise human intervention trials with healthy volunteers or at-risk groups such as people with raised cholesterol levels.

We have access to additional clinical research facilities and a wide range of specialist assessments via our university links with Newcastle’s NHS hospitals.
NU-Label draws on our academic research experience and NU-Food facilities to deliver integrated information about the impact of food labelling on consumer behaviours in relation to food.
NU-Health assesses how food, beverages and diet affect human health. We have built up expertise in human nutrition research over many years and have well established links with the Human Nutrition Research Centre. We also have experience of collaborating with a range of industry partners.
We measure effects on brain wave (electrical activities) using a simplified portable electroencephalograms (EEG).

We measure effects on mood, anxiety, attention/concentration and memory using a battery of validated psychological tests and questionnaires.

We integrate eye-tracking with EEG data for the study of the influences of food quality, food-choice, and taste preferences on eating behaviour and general health status.

We evaluate effects of food on overall oxidative status (Total Antioxidant Capacity).
Our cognitive research facilities progress our understanding of the effects of food, food supplements, food ingredients, beverages and odours on brain health and cognitive functions.
Research in the Food and Society Group focuses on understanding consumer perceptions and attitudes relevant to food choices decisions, and how people make trade-offs between these in terms of selecting what foods they actually consume.

The research is underpinned by a portfolio of research methodologies ranging from qualitative approaches embedded in sociology and marketing and quantitative methods (for example, experimental methods used in studying consumer behaviour and consumer psychology).

Researchers are interested in a range of different influential factors driving food choices, including product labelling, supermarket and catering environments, and how these link with other important factors such as price and sensory characteristics of food.
The Human Nutrition Research Centre (HNRC) was established in 1994 as a multi-disciplinary, cross-faculty research centre. The remit was to undertake research into the links between nutrition and health and, in particular, on interventions which could reduce the risk of common non-communicable diseases and so improve public health.

This continues to be our aim and over the past 20 years the number of staff in the HNRC has increased several fold - and in 2008, we were re-designated as a University Research Centre. We have expanded our research approaches to take advantage of emerging technologies such as those in nutrigenomics and have major interests in interactions between diet and the genome.
ASSESSMENT ROOMS
FOR HUMAN INTERVENTION STUDIES

When human volunteers are taking part in research it is important to ensure that they feel comfortable and valued.

Rooms are fully equipped for human intervention studies including a plinth bed and clinical equipment such asTanita scales, blood pressure monitors and Leicester height measures.

nu-food
Agriculture Building, Newcastle University, NE1 7RU 0191 208 3592 NU.Food@ncl.ac.uk
Visit us at www.ncl.ac.uk/afrod/nufood
ASSESSMENT ROOMS FOR HUMAN INTERVENTION STUDIES

NU-Food has two assessment rooms which are primarily used for human intervention studies. Here volunteers meet with researchers who record standard measurements such as weight, BMI, blood pressure, blood sampling, and other personal data.

WHEN HUMAN VOLUNTEERS ARE TAKING PART IN RESEARCH IT IS IMPORTANT TO ENSURE THAT THEY FEEL COMFORTABLE AND VALUED.
INDUSTRIAL-STANDARD PILOT KITCHEN & SENSORY TESTING SUITE

OUR SENSORY TESTING SUITE OFFERS OPPORTUNITIES FOR PARTICIPANTS TO TEST THEIR SENSES IN RELATION TO FOOD AND DRINK.

10-Booth sensory suite for consumer testing of foods from research projects, or product development using consumer panels or trained panels.

The sensory testing suite can design and implement analytical sensory tests which allows producers to gain insight into customer feedback and opinion.

nu-food
Agriculture Building, Newcastle University, NE1 7RU 0191 208 3592 NU.Food@ncl.ac.uk
Visit us at www.ncl.ac.uk/afrd/nufood