



Flavoria® - towards new scientific knowledge and consumer understanding

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Health Tuesday | June 1, 2021



Health Campus Turku

Flavoria[®] Research Platform is part of the Health Campus Turku, a knowledge and research cluster focusing on health, social welfare, biomedicine and health technology.

The cluster brings together all the different health sector test environments in the Turku area.

For more information: <https://www.healthcampusturku.fi/>

HOSPITAL DISTRICT OF
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APPLIED SCIENCES



What is Flavoria®?

Flavoria® is a multidisciplinary research platform and a continuous R&D laboratory that functions simultaneously as a lunch restaurant and café.



For scientific research

R&D laboratory utilizing new technology



For customers

A lunch restaurant and café for 500-1000 daily customers



For businesses

Consumer understanding and quick testing



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Flavoria® as a multidisciplinary platform

Flavoria's main users at the University of Turku

- Faculty of Medicine
- Faculty of Education
- Turku School of Economics
- Faculty of Technology
- Faculty of Social Sciences
- Brahea Centre

University of Helsinki is represented by the Faculty of Agriculture and Forestry.

Flexible, turnkey research services for businesses are offered in co-operation with **Aistila Oy**.

The practical restaurant activities are operated by **Sodexo**.



Consumer research in a real-life, living lab

- Measuring and collecting data on food choices and bio-waste
- Monitoring food and eating experiences
- Testing new products, packages, service models, technologies, etc.



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What do we offer?

Four different research and testing environments:



Lunch restaurant with an intelligent lunch line > data collection, intervention studies, testing new products or ingredients



Café and a snack shelf > intervention studies and product/package testing



A unique multisensory lab “Aistikattila” > studying, testing and designing multisensory (audiovisual) experiences



A research and food information app called My Flavoria® (for customers) > the collected data is used for scientific research but also available to the users



Controlled environment for researching, testing and designing multisensory experiences

Smell equipment

Test kitchen

Usability experience

2 projection screen walls
Controlled Smart Lighting System, 60 separate spots

Multichannel audio
(8 channels)

Video, VR and AR experiences



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My
FLAVORIA®

By downloading the My Flavoria® App you can:

1. keep track of the nutritional values of your lunch portions and bio-waste amounts
2. participate in scientific research and in the development of better products and services
3. earn a discount coupon to Flavoria Café every time you register your lunch in the app.

Please note that the app is available only in Finnish and in Finland.

Flavoria's Food Information and Research App

RESEARCH INVITATIONS & INFORMATION

EVENT INVITATIONS

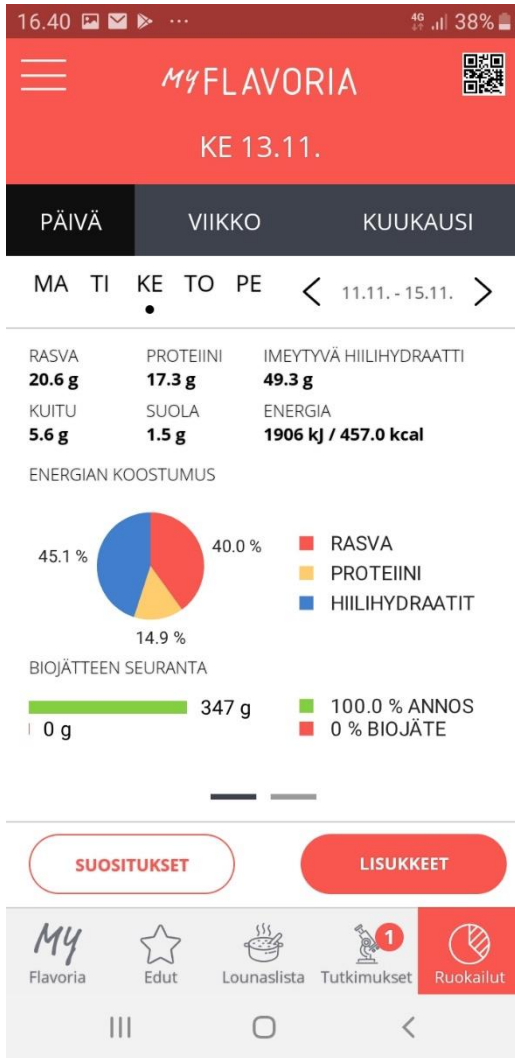
LUNCH MENUS

BENEFITS & DISCOUNT COUPONS

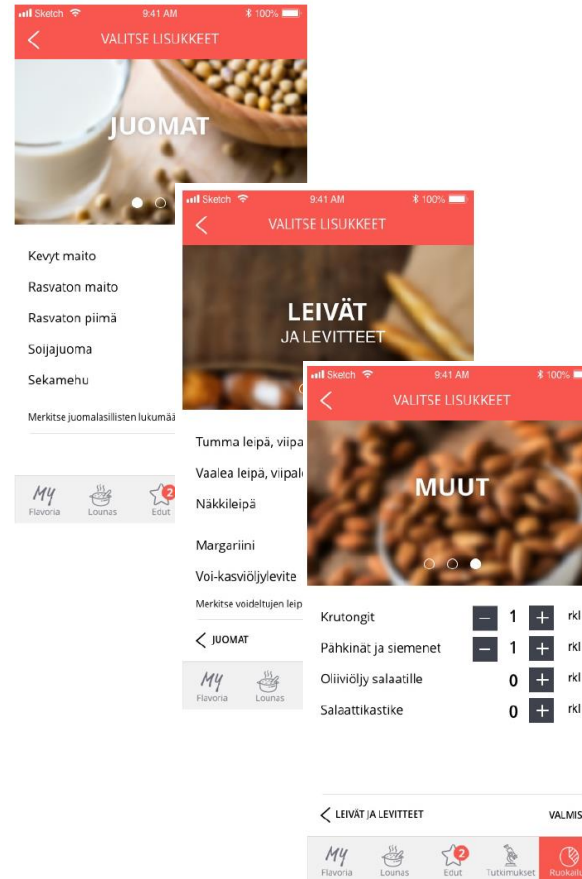
NUTRITIONAL VALUES OF LUNCH PORTIONS



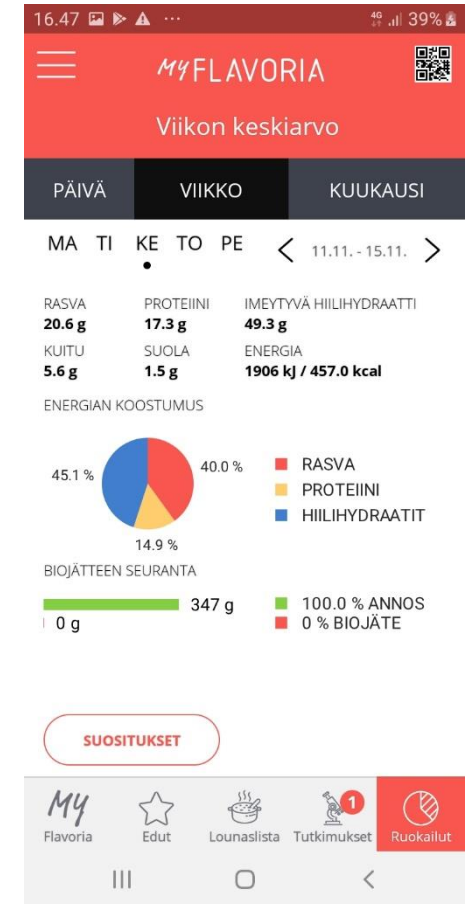
Day view



Additions



Week and month view





Services for businesses

- Testing a new product or ingredient in a real-life buying or selection situation
- Testing packages and products at the cafe's snack shelf
- Testing new technology, wearables etc.
- Intervention studies
- Possibility to utilize the long-term data collected in the restaurant
- Sensory evaluations organized by our partner Aistila Oy



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Useful links

- [Flavoria's website](#)
- [Flavoria's Research Guide](#)
- [Follow us on Facebook](#)
- [Flavoria on YouTube](#)

THANK YOU



Flavoria's Coordinator



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[utuflavoria](https://www.facebook.com/utuflavoria)



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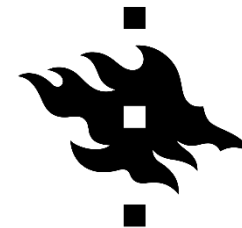


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Partners



AISTILA



UNIVERSITY OF HELSINKI
FACULTY OF AGRICULTURE AND FORESTRY





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