**Introduction**

Dairy products are an important source of bioactive compounds useful for satisfying nutritional and physiological needs (Park, 2006, 2009). The **production chain** and resulting **organoletic properties** are proven to be a predominant factor in the **quality of milk** and therefore of the **final dairy products** (Boyazoglu et al., 2001; Tregear et al., 2007; Schievano et al., 2017; Di Monaco et al., 2005). Such different characteristics might produce **variations in taste and pleasantness evaluation** stages.

**Research objectives**

The goal of the present study is to investigate **neural correlates of the taste and pleasantness evaluation of two different dairy products**. These products would specifically be: one mountain cheese, “**Tombea**”, known as Italian traditional agri-food product (TAP), that is produced by the means of a **traditional procedure** and follows natural cycle of nature, and another Italian mountain's cheese of quality, but produced by a typically **industrial system**.

**Methods**

The aim is to study the electroencephalography (EEG) **sensory response to dairy products** through interpretation of **brain waves and power spectrums**. An EEG is a recording of **fluctuating electrical waveforms at the scalp of human brain**. The EEG is a good temporal measure of responses in the central nervous system and it provides information about the physiological state of the brain both in health and disease.

**Expected results**

EEG outputs, if properly analyzed, could serve as the basis of a **systematic classification of sensory response to tastings** of quality mountain cheese produced by **traditional** and **industrial means**.

**Citations**


**About us**

Thimus is the first Italian Company entirely dedicated to customer neuroscience and biometry: a scientific approach to factors influencing a product, brand or experience impact on its intended target.