

CONTENTS

Comparing Older and Younger Users' Perceptions of Mobile Phones and Watches Using CATA Questions and Preference Mapping on the Design Characteristics B. PIQUERAS-FISZMAN, G. ARES, J. ALCAIDE-MARZAL AND J.A. DIEGO-MÁS	1
An Investigation Using Three Approaches to Understand the Influence of Extrinsic Product Cues on Consumer Behavior: An Example of Australian Wines C. CHREA, L. MELO, G. EVANS, C. FORDE, C. DELAHUNTY AND D.N. COX	13
Comparison of Salty Taste and Time Intensity of Sea and Land Salts from around the World S.L. DRAKE AND M.A. DRAKE	25
Sensory Study of a New Formulation of Azelastine Nasal Spray with Reduced Bitterness K.P. RUTLEDGE, C. D'ANDREA, W.J. WHEELER AND H.J. SACKS	35
Exploring and Explaining Creaminess Perception: Consumers' Underlying Concepts G. ANTMANN, G. ARES, A. SALVADOR, P. VARELA AND S.M. FISZMAN	40
Best Estimated Taste Detection Threshold for Cardamom (<i>Elettaria Cardamomum Maton</i>) Aroma in Different Media A. SENTHIL AND K.K. BHAT	48
Mixing Taste Illusions: The Effect of Miraculin on Binary and Trinary Mixtures A. CAPITANIO, G. LUCCI AND L. TOMMASI	54
Key Constituents Affecting Wine Body – An Exploratory Study R.C. RUNNEBAUM, R.B. BOULTON, R.L. POWELL AND H. HEYMANN	62
Possibility for a Strawberry Jam Sensory Standard K. KOPPEL, L. TIMBERG, A. SALUMETS AND T. PAALME	71
A Statistical Test for Ranking Data from Partially Balanced Incomplete Block Designs D.J. BEST, J.C.W. RAYNER AND D. ALLINGHAM	81