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## Advances in Research on the Drivers of Food Liking and Choices

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### Message from the Guest Editors

Drivers of food liking/choice can vary from food's intrinsic factors (i.e., sensory properties) to consumer factors (physiological and psychological state, etc.) and other contextual factors. Identifying the essential drivers of liking/choice among these numerous potential factors becomes critical in understanding consumer food choice behavior and in designing successful food products. Sensory scientists have proposed useful methods that can effectively identify these key drivers. Yet, ongoing efforts are being made to search for methods that can improve the accuracy of measuring food liking/choice and provide insightful direction for product development. This Special Issue invites researchers that can contribute to the advancement of understanding the drivers of food liking and food choice. Studies identifying the significant drivers that influence food liking/choice as well as introducing innovative methodologies utilized for these investigations are all welcome.



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**Special** Issue



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## Message from the Editor-in-Chief

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