



Eat - Experience - Learn - Benefit

RESEARCH GUIDE



UNIVERSITY
OF TURKU



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Greeting from Flavoria's Research Coordinator



The story of the Flavoria® research platform began in 2018, when Mari Norrdal, Development Manager at the University of Turku, brought together a multidisciplinary team to build a concept for a modern research restaurant. We wanted to create an open platform, which would meet the needs of scientific research but also provide businesses with the possibility to conduct flexible service studies and give daily customers access to their own lunch data. In May 2019, we launched the platform and started an open beta phase for data collection. The actual data collection started in 2020.

What makes Flavoria so special is that the platform creates a natural setting for a truly multidisciplinary approach, putting research data into practice and fostering joint projects, where businesses meet the university.

On behalf of the whole Flavoria team, I invite you to take a closer look at Flavoria's research environments and possibilities!



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What is Flavoria®?

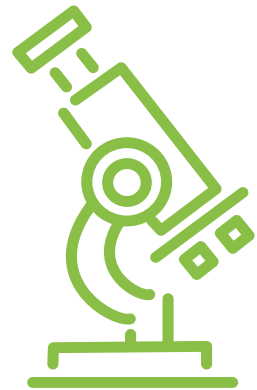
Flavoria® is a unique, multidisciplinary R&D laboratory serving simultaneously as a lunch restaurant and café open for everybody.

The research activities at Flavoria focus on health, sustainable development and people's true experiences and choices that can be monitored daily, for example, on the restaurant's lunch lines or in our multisensory research space, Aistikattila®.

Our Mission and Vision

Mission

To research people's genuine experiences and choices and questions related to health and sustainable development in a multi-sensory laboratory and research restaurant



Vision

To produce multidisciplinary data with the newest technological methods to support

- › consumers' choices
- › product and service innovations and different social innovations
- › new technological solutions and services



Flavoria's Research Environments

The Flavoria® research platform includes three research environments.

- › Lunch Restaurant, Café and Snack Shelf
- › Aistikattila®
- › My Flavoria® App

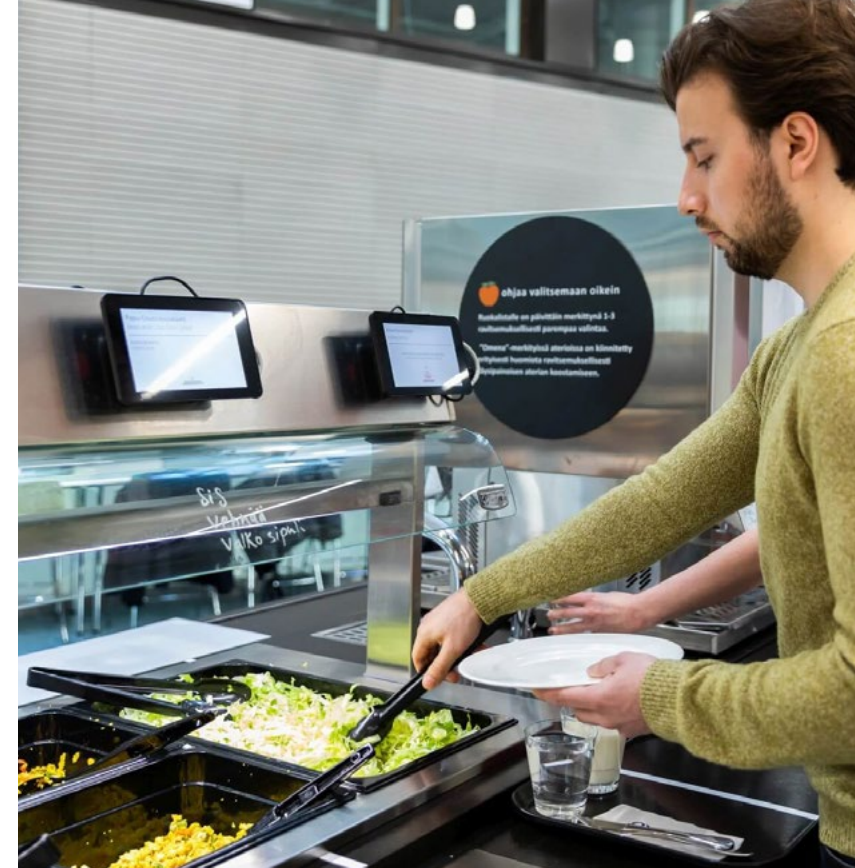




Lunch Restaurant, Café and Snack Shelf

Located in the university's campus area, the Flavoria® lunch restaurant and café provide opportunities for testing new products, packages, and technologies and for monitoring consumers' food choices, measuring the amount of bio-waste produced and observing the eating experiences of each customer.

Intelligent lunch lines with built-in scales provide valuable information about consumer choices in a real-life setting.



- Approx. 500* daily customers
- Six lunch lines with built-in scales and the latest technology for weighing individual food components and bio-waste
- The possibility to conduct different types of intervention and follow-up studies

*Approx. 1,000 daily customers prior to the COVID-19 pandemic.



Aistikattila®

Aistikattila® is a systematic research, design, and test laboratory for immersive, multi-sensory experiences which can be modified through pictures, soundscape, lights, scents, and videos. This space has room for approximately 45 people and offers a unique setting for multi-sensory events and workshops.

Versatile research possibilities

Aistikattila is an interesting space for co-creation, product, and group interview studies. For example, studies measuring the effects of different environments provide opportunities to find out how certain audiovisual environments or augmented reality affect eating or sensory experiences or human behavior. The research possibilities go beyond the above-mentioned framework; the object of study can well be a technological solution.

For more information, please [visit our website](#)

Interested in using this space? Please contact flavoria@utu.fi





My Flavoria® App

My Flavoria® is a mobile application that allows users to participate in Flavoria's research activities and in the development of new food solutions, to learn about their nutritional intake and earn bonus rewards. The information collected by the app is made available to researchers.

How does the app work?

Flavoria's lunch lines have built-in scales which are used to weigh individual food components. When all the desired components have been weighed, customers move to the cash register and read in their personal QR code which can be found in the app. After this, the nutritional values of the lunch portion will be transferred to the user's app and also to the researchers.

See the lunch line in action

At the moment, the app can be downloaded on [Google Play Store](#) and [Apple App Store](#) in Finland and is available only in Finnish.



Research Possibilities



Research based on Flavoria's Data
Flavoria's long term data includes e.g. the consumers' food choices and amount of bio-waste produced.



Intervention Study utilizing Flavoria's Premises
Access to Flavoria's premises, i.e. the restaurant, café and/or the multisensory research space.



Intervention Study utilizing both Flavoria's Data and Premises
Access to Flavoria's data and premises, i.e. the restaurant, café and/or the multisensory research space.

The research team is responsible for the data collection.

➤ [**FIND OUT MORE ON OUR WEBSITE**](#)



Take a tour

In this video you can take
a virtual tour of Flavoria® and
its research environments

Multidisciplinary & Commercial Collaboration

The research activities at Flavoria are guided by a multidisciplinary scientific board consisting of representatives of all the funding faculties at the Universities of Turku and Helsinki.

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

Faculty of Agriculture and Forestry

We collaborate on a daily basis with commercial operators to enable the research and data collection and to provide research services.

The University of Turku is in charge of the scientific research at Flavoria and **Sodexo Oy** is in charge of the daily restaurant activities.

Aistila Oy, the University of Turku's partner, offers flexible turnkey research services for businesses.

Contact us for more information

We are happy to provide you with more information
about Flavoria and its research possibilities.



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Scientific Research Collaboration

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Funding and Partners





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