Bread and pasta are the most consumed products and are regarded as the most popular future products to be based on heritage cereals.

Consumer awareness, attitudes and preferences towards heritage cereals

INTRO
Consumer trends are pointing towards local and regional food production, not least because of a rising interest for sustainability. It is well known that the sensory experience of a product is of greatest importance for the consumers, but also claims such as ancient, organic, or local may have a positive impact. This study investigates consumers’ awareness, attitudes and preferences towards heritage cereals.

METHODS
Swedish consumers, aged 18 years or older were invited to answer a web-based questionnaire concerning awareness, knowledge and attitudes towards heritage cereals.

RESULTS
Most consumers are aware of heritage cereals, where spelt is the most well-known variety (fig 1). Bread (fig 2) and pasta are the most consumed products and are regarded as the most popular future products to be based on heritage cereals (fig 3). In bread, the most essential factors are taste and flavour, followed by freshness and texture.

DISCUSSION
In line with other studies, sensory properties are the most important factors for the consumers. Still, well known product categories are the most preferred future products among all consumers.

Karin Wendin, Arva Mustafa, Tove Ortman and Karin Gerhardt.