

# **John E. Hayes**

**ASSOCIATE PROFESSOR, Food Science at Pennsylvania State University**

University Park, PA, US

Dr. Hayes explores how sensations from food and nonfood products drive consumer acceptability, including the role of biology in food choices

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## **Description**

John Hayes is an associate professor of food science, and the director of the Sensory Evaluation Center. His lab studies why people choose to eat certain foods. Specifically, his lab recently focused on spicy foods, wine and artificial sweeteners. His areas of expertise are sensory science, human psychophysics, taste biology, drug delivery systems, food choice, ingestive behavior, and consumer acceptability.

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## **Industry Expertise**

Research, Education/Learning, Food and Beverages

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## **Topics**

Consumer Behavior, Food Choice, Taste, Flavor Perception, Smell, Behavioral Genetics, Integrated traditional sensory science methods with behavioral genetics to understand biological factors that may cause individuals to consume some foods but not others

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## **Affiliations**

Graduate Program in Neuroscience, Huck Institutes of the Life Sciences, Penn State, Graduate Program in Nutrition, College of Health and Human Development, Penn State

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## **Education**

### **Brown University**

Post-doc Alcohol/Behavioral Genetics

### **University of Connecticut**

Ph.D. Nutrition

### **University of Connecticut**

Graduate Certificate Quantitative Research Methods (Psychology)

### **Cornell University**

M.S. Food Science (Sensory Science)

### **Cornell University**

B.S. Food Science

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## **Accomplishments**

**Barry Jacobs Memorial Award for Research on the Psychophysics of Human Taste and Smell**  
Association for Chemoreception Sciences, 2016

**Elsevier Food Quality and Preference Investigator of the Future Award**  
2015

**Roy C. Buck Award**  
Penn State College of Agricultural Sciences, 2013

**Ajinomoto Award for Young Investigators in Gustation**  
Association for Chemoreception Sciences, 2011

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