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## Food Experiences across the Extended Reality (XR) Spectrum: Applications in Sensory and Consumer Science

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Deadline for manuscript  
submissions:

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### Message from the Guest Editor

Dear Colleagues,

The use of immersive technologies is becoming more popular than ever in sensory and consumer science, not only offering researchers the opportunity to enhance the contextual validity of traditional lab-based research but also giving researchers' imagination free rein to create novel experiences. Extended reality (XR) is thus an umbrella term that includes virtual reality (VR), augmented reality (AR), and mixed reality (MR).

In this Special Issue of Foods, our aim is to gather all the new information in this field, including but not limited to new technology and interactions, decision making, sensory perception, eating behavior and appetite, ethics of XR experiences, and applications of XR in the fields of health, wellbeing, customer experiences, education, sustainability, etc.

We invite researchers from diverse fields of food science, psychology, human-computer interaction, neuroscience, design, clinical medicine, marketing, anthropology, etc. to contribute original and unpublished research and review articles on this topic.



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# Special Issue



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## Message from the Editor-in-Chief

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