Typicitometer: Tool to Measure and Analyse the Typicity of Foods
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Typical foods or beverages are the outcome of a historic process of collective and localized contextual accumulation of knowledge. This is founded on a combination of specific territorial resources, both physical and anthropogenic, that gives rise to a strong bond, unique with the territory of origin.

The factors of typicality are:
• specific local resources used in the production process;
• the history and the productive tradition;
• the presence of shared knowledge on the products;
• the link with the geographical environment;

The territory is as something of active and in continuous transformation. The typicality may not be a pre-requisite system but it is a result of the processes operating in a specific place within the territory.

Typicality is a dynamic concept link to the variation of the territory, the variation of knowledge and mainly: variations in humans perceptions maps. Nowadays different market operators need to define, to quantify and to control the levels of typicality of foods and beverages products (i.e. thinks to private labels management). Typicitometer is an hypothesis of tool of methods to measure, through standardized methodology (ISO 13299:03), the degree of satisfaction of the requirements of "typicality" of food products.

Also it can highlight the specific factors linked both the typicality legally recognized (disciplinary of production), and to the perceived "typicality" by the consumer, which not always coincide, for purposes purely of marketing actions.

In this pls-map it is possible to highlight the direction of "typicality" of the sensory descriptors (blue) of the well known DOP/DOCG wine "Chianti Classico" by means the typicality judgement (green), and the projection of the analyzed samples (red).