ABSTRACT

The present invention provides a method for evaluating a perceived freshness (fresh feeling) and/or palatability, and the like. An evaluation method according to the present invention is a method for evaluating a perceived freshness and/or palatability, the method comprising: adding or exposing a substance to be evaluated to at least one olfactory receptor polypeptide among an olfactory receptor OR6B1 and polypeptides having an amino acid sequence that shares an identity of at least 90% with the amino acid sequence of the OR6B1, and measuring the response of the olfactory receptor polypeptide; and evaluating the perceived freshness and/or palatability of the substance to be evaluated, on the basis of the measured response.