

WHAT MAKES UP A DELICIOUS MEAL?



II

Inquiry Question:
How much of
taste is based on
preconceived
ideas?

COOL FACTS

The chemical byproducts of smoking are harmful to your taste buds. After smoking, you will taste less flavour.

The longer it has been since you last ate, the more flavour you will taste within food.

When food is hot, you will be unable to taste anything. On the other hand, cold foods will taste less sour and less bitter.

While the cold or flu does not affect your tastebuds, they do dampen your sense of smell, and as a result your ability to taste.

ALSO CONSIDER



Hunger

When hungry, food tastes better and senses of sweet and salt are heightened

Emotional Attachment

The Olfactory Bulb is closely connected to the Amygdala, making flavour closely tied to intense emotional memories.



Culture

People will favour familiar food. Moreover, some cultures explicitly ban specific foods items.



SIGHT

WHY?

Sight is used to identify the shape, texture, and type of food that you are eating, affecting your expectations.

" Meals arranged in an attractive manner were significantly liked more.

HOW?

Just remember CAT.

- **Colour:** Taste
Drinks coloured incorrectly taste different.
- **Arrangement:** Quality/interest
Consider Height, Angle, Surface to be shown, Colour, Theme, and Size.
- **Texture:** Taste
Chocolate that melts in your mouth should look melted.

Japanese Culinary Culture: Moritsuke

- Distinct Locations
- Attractiveness
- Ease of Use

COST

" Those who pay less for a meal tend to feel more guilty and bloated.

WHY?

Price affects how customers view the quality of the restaurant and the meal that is served. Higher prices are correlated with higher enjoyment

HOW?

Same Buffet, 4 Dollars vs 8 Dollars.

- 11% higher rated for those who paid 8 Dollars.
- Consider eating at more expensive buffets.

Price is a vital part of the experience of Expensive Foods.

- | | |
|-----------|-----------|
| - Lobster | - Caviar |
| - Wine | - Truffle |

Wagyu Beef is well known for its price.

- Copious marbling
- Jacob's & Co. Steakhouse



" Smell accounts for 80% of the taste that humans experience.

SMELL

WHY?

While the mouth only has 5 basic tastes, the nose can detect 450 different smells (Richardson, 2015).

HOW?

- | | |
|--------------|-------------|
| - Cumin | - Saffron |
| - Nutmeg | - Rosewater |
| - Thyme | - Garlic |
| - Bay Leaves | - Cinnamon |

Indian food is known for its curry smell. How is this done?

- Meti
- Hinge
- Tarka Process

