

Sound Of Food



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Affects perception of food

We have an expectation of what different foods sound like

Bacon sizzling in a frying pan

The crunch of a crispy potato chip

The crunch of an apple (includes the sound of juice)

Even creamy is a sound

If you think of these now – can you also taste them in your mind?



Sonic Crisp

Research from Charles Spence

Figured out how enhanced the sound of Pringles chip

Perfect for study – too big to eat all at once and they are all the exact same size and therefore texture

Using sound technology figured out the best sound of the crunch that made people think it was crispier and fresher



Foods now used this type of research
for TV commercial to make the
products sound tastier

It's one more way our senses can be
manipulated

Even packages are made to be noisier
for crispy foods

Who can't be fooled?

Those who know that the food tastes
like



Food companies are going one step further

Now that they know the “sound” for various items that consumers like

They now try to develop and alter the products to have the best sound

This is tricky – food is not as consistent as a sound machine

More chemistry involved – more precise machinery – more decreasing the variability of food



Many people would say it's the "feel" of the crunch, not the sound, that they like

Research has shown sounds in the mouth are conducted to the ears via the jawbone

Have you ever chewed something with plugged ears (literally plugged – not you plugging them)

The brain integrates the sound with what you feel



Crispy vs Chewy



What sounds can you add to enhance foods

Nut – crunchy

Lettuce – crispy

Think outside the box – just because it's not in the recipe, doesn't mean you can't add it

Teriyaki Rice Bowl

The cashews make the difference



There's not much we can do to enhance sounds for clients

We can be aware when a favourite food has a sound that the whole food version doesn't have

We just need try enhance other senses to make up for it

Good flavour (smell and taste can help)

