

Touch, Texture and Flavour



Touch

Very hard to measure independently

Viscosity matters

Think of the how something creamy tastes vs something more watery

If you thin creamy – has less of the creamy taste

This seems pretty logical



A study comparing elderly and young subjects

Soups were prepared with and without starch, with and without mushrooms and with or without water or milk

Elderly did not perceive flavour or texture as well

Research also show taste colour and texture important to consumers for identifying acceptance

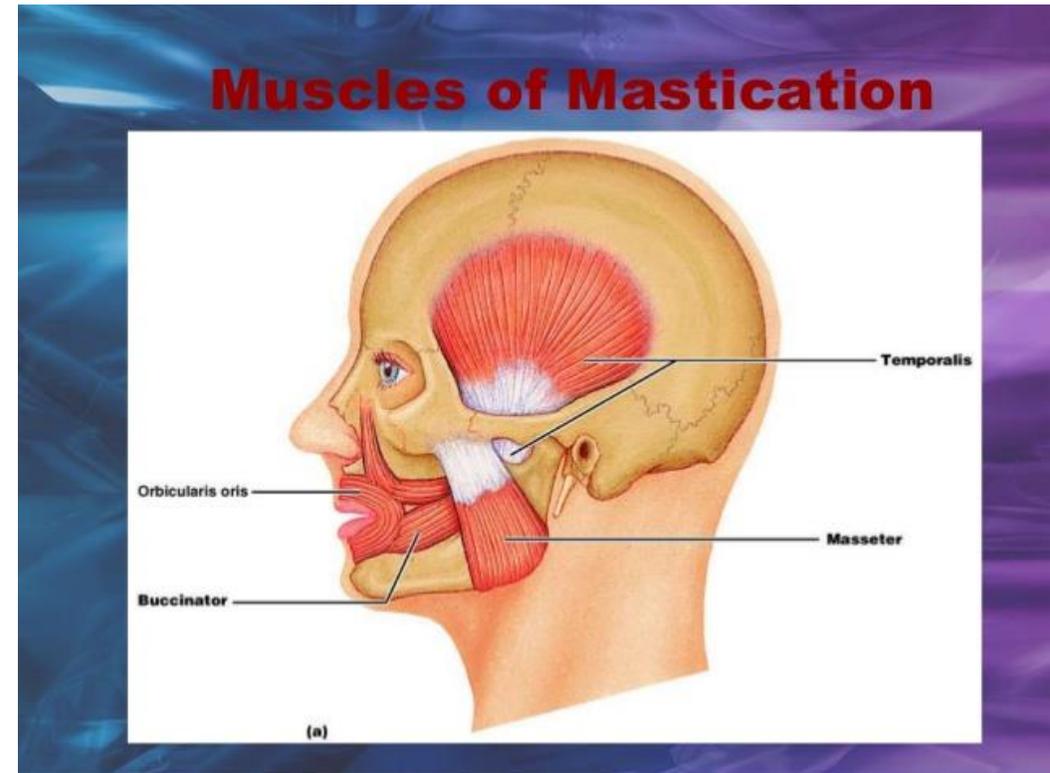


We've discussed the role of smell, taste, sound and vision for flavour

Touch is essential in the mouth

Moving the food in the mouth helps foods reach more taste receptor and increase the intensity of flavour

Involves the tongue and muscles in the mouth



To see the difference, try this:

Make a smoothie

Observe the flavour when taking a sip
and swallowing

Now take an sip, hold it in the mouth
and “fake chew”

Notice how much more flavour you
can sense



Another way to see the relationship of touch to flavour:

Get a Q-tip and run it over the tongue

It's actually taste-less

However, the texture of it gives the perception taste

Texture and flavour are not confined to the mouth



Hands

We were designed to eat with our hands

Most chefs use their hand while cooking

If you don't cook, then you may not know touching the food as you cook teaches about how it will taste

Baking bread is a good example of this

Touching and kneading the bread is the best way to learn how to get the texture of bread you desire

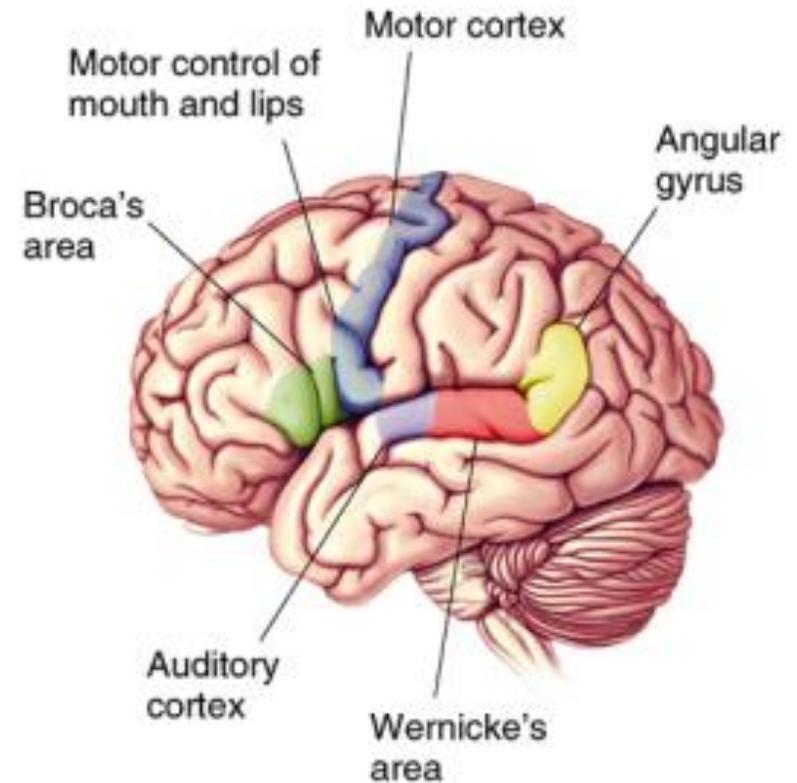


Mouth Feel

The muscles and connected neurons in the mouth are connected directly to the brain

The lip and tongue are the most connected

This is how texture or “mouth feel” connects with the other information in the brain about flavour



Think about foods that you eat with your hands (hamburger, potato chips)

Part of the tactile experience of food

Many comfort foods are soft (soups)

Many snack foods are crispy or crunchy

Chefs often combine textures to enhance the joy of the food



How do you use this information for clients?

Many people who don't like a whole food version of a food they like are reacting to texture as much as flavour

Many of whole foods have a different texture than processed foods

When looking at foods a client likes – look at the texture, too



If texture can't be match, focus on the making the primary tastes and smells stronger to compensate

The goal is to present the client with a flavour they like but it's new so they are less likely to make the texture comparison

By getting the “wow” factor from the tastes can mask either the lack of texture or a texture they don't like

