



# Eating With Your 5 Senses

What makes food so delicious?

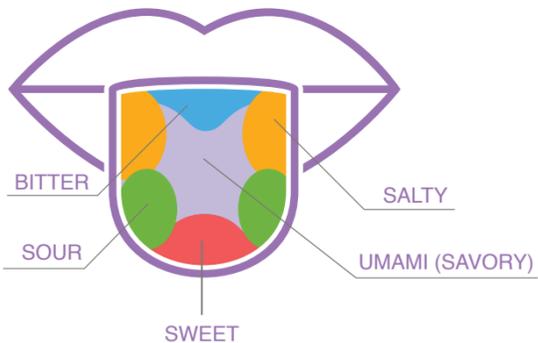
Simply put, eating is a multisensory experience. Discover how all five senses play a key role in shaping how we perceive food and our ideas of what we eat.



## 1. Taste

WE HAVE 5 BASIC TASTES

- + Helps **identify** familiar, safe, nutritious and enjoyable foods
- + Our tongues are lined with thousands of bumps, or taste buds, that let us experience five basic tastes: **bitter, sweet, sour, salty and Umami (Savory)**
- + Different areas of our tongue detect **distinct tastes**
- + Complex, diverse flavor signals from taste buds are **relayed to the brain**
- + **Taste is the #1 influencer** of food purchasing decisions



## 2. Smell

TRY THIS

- + Between 75% and 95% of the flavors we taste **come from what we smell**
- + The signals from our nose (smell, also known as aroma) and mouth (taste) **are sent to the same part of the brain**, which links the two senses together to form what we perceive as flavors



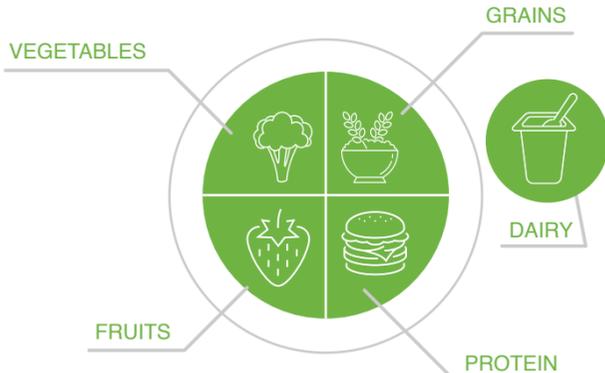
Pinching your nose while chewing blocks airflow from the mouth through the nose, stopping your ability to sense flavor. Releasing your nose brings those senses back. Pretty cool, right?



## 3. Sight

BUILDING A BALANCED PLATE WITH YOUR EYES

- + Delivers a **first impression** of food ("eating with your eyes")
- + Sets up what **we expect** food to taste like or if it's **safe to eat**
- + Helps in the search for **nutritious foods** that make up a balanced eating pattern



## 4. Touch

MORE THAN A FEELING

- + Touch is sensed through the use of your **hands and mouth**
- + Noticeable **physical sensations** in the mouth, such as a food's texture or temperature, can impact taste
- + **Touching foods** with your hands can make them tastier and more desirable

The physical sensations in the mouth produced by a particular food is called **mouthfeel**. For instance, let's look at the science behind the mouthfeel of ice cream.

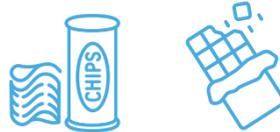


## 5. Sound

LISTEN UP!

- + **Sound powerfully manipulates flavor** and enjoyment when eating
- + Through learned associations, **sound can trigger emotional responses** that impacts how we choose foods or feel about certain flavors, which can enhance the eating experience
- + **Music or background noise** can also influence the experience of eating

Does the "snap" of a piece of chocolate, "crunch" of a potato chip or "crispness" of a celery stalk make these foods **taste better**? **Science says yes!**



To learn more about how our senses impact our eating experiences, visit [thescienceofsenses.com](https://www.thescienceofsenses.com).

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