



# How Our Brain “Tastes” Food

The 5 senses work together to send the brain as much information as possible about your meal. Wonder how?

Let’s explore how our brain “tastes” a plant-based burger.



## Touch

- Soft burger bun held in hand
- Warm, textured richness of the patty in the mouth
- Goopy texture of the cheese
- Crunchy lettuce



## Sight

- Sight of juicy, grilled burger
- Bright red tomatoes
- Yellow cheese
- Golden brown burger buns



## Taste

- Smoky flame-grilled patty
- Creamy melted cheese
- Tangy, sweet ketchup



## Hearing

- Sizzle from the grill
- Crunch of lettuce
- Snap of pickle



## Smell

- Scent of the flame-grilled patty
- Toasted burger buns
- Smoky aroma from the grill



## Where the Brain Processes the 5 SENSES



### PARIETAL LOBE

Touch  
Taste



### FRONT LOBE

Smell



### OCCIPITAL LOBE

Sight



### TEMPORAL LOBE

Hearing



## How the Brain Shapes Your Eating Experience

The brain synthesizes sensory inputs to tell us whether eating a meal will be a satisfying or unpleasant experience.



### Sensory Inputs

Smell, Touch, Sight, Taste, Sound



### Satisfying

Eating starts and continues until you're satisfied.



### Unpleasant

Eating never starts or stops early, satisfaction is not reached.

Even when you’re not eating, your brain is recreating food experiences from the past and planning new ones for the future.

## Emotions & Memories

**VENTRAL FOREBRAIN**  
(front of your brain)

1. You smell burgers on the grill.
2. A memory of all the great family vacations you've had where burgers were on the menu pops into your head.



## Flavor Cravings

**DORSAL REGION**  
(back of your brain)

1. You are walking by a restaurant at lunch.
2. You see someone enjoying a burger.
3. You immediately crave the flavor of your own burger for dinner.

To learn more about how science can enhance our sensory experiences with food, visit [thescienceofsenses.com](https://thescienceofsenses.com).

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