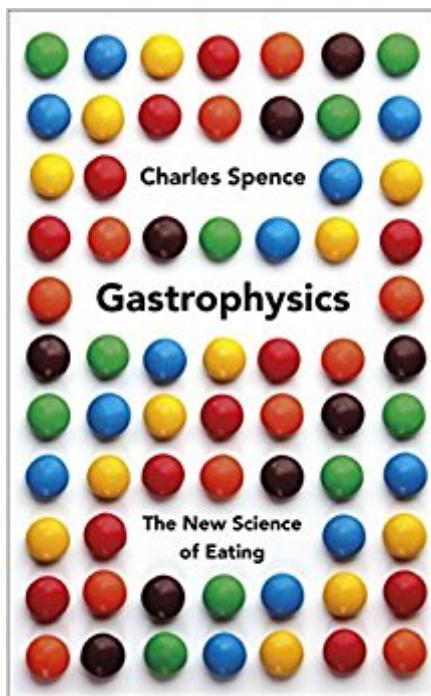


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# Gastrophysics: The Science Of Dining From Restaurant To Party Tricks



## Synopsis

Why do we consume 35% more food when eating with one other person, and 75% more when dining with three? How do we explain the fact that people who like strong coffee drink more of it under bright lighting? And why does green ketchup just not work? The answer is *gastrophysics*, the new area of sensory science pioneered by Oxford professor Charles Spence. Now he's stepping out of his lab to lift the lid on the entire eating experience - the weight of cutlery, colour of the plate, background noise - and tap into its true potential. Whether dining alone or at a dinner party, in a restaurant or even in space, he reveals how to understand what we're tasting and influence what others experience - providing takeaways we can all savour.

## Book Information

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## Customer Reviews

Truly accessible, entertaining and informative. On every page there are ideas to set you thinking and widen your horizons -- Heston Blumenthal, OBE His delight in weird food facts is infectious...fascinating -- James McConnachie \* Sunday Times \* Not many people are as ready to realize the importance of the senses as Charles Spence -- Ferran Adria, El Bulli restaurant, Spain Popular science at its best. Insightful, entertainingly written and peppered throughout with facts you can use in the kitchen, in the classroom, or in the pub -- Daniel J. Levitin, New York Times bestselling author of 'The Organized Mind' and 'This Is Your Brain on Music' This is partly serious tome and partly an amusing guide for the layperson to a whole new gustatory world. *Gastrophysics* is packed with such tasty factual morsels that could be served up at dinner parties. If Spence can

percolate all these factual morsels to the mainstream, the benefits to all of us would be obvious -- Nick Curtis \* Daily Telegraph \* Spence allows people to appreciate the multisensory experience of eating \* The New Yorker \* The scientist changing the way we eat \* Guardian \* Spence romps around such factoids in the style of a Blue Peter presenter . . . fascinating and provocative -- Melanie Reid \* Times \* A fascinating look at the science of food and how our perception is shaped by all our senses, not just taste \* Sunday Times \* If simply changing the name of a dish on a menu or the color of the plate on which it is served can dramatically alter our perception of taste and food quality, then everyone in the restaurant industry needs to read this and take a deeper look at the scientific secrets Professor Spence reveals in *Gastrophysics* -- Larry Olmsted, New York Times bestselling author of 'Real Food, Fake Food: What You Don't Know About What You're Eating & What You Can Do About It' Wonderfully curious and thought-provoking . . . brilliant -- Bee Wilson \* Guardian \* Spence cheerily whisks the reader through the senses like a magician . . . a mind-bending menu of fascinating insights -- Nicola Davis \* Observer \* Revealing, very interesting and well worth understanding . . . highly enlightening -- Rose Prince \* Spectator \* Spence takes a jovial pleasure in puncturing our perceptions and showing that there's a lot more going on in our mouths than what we think we're tasting . . . Spence has given us much food for thought -- Julia Platt Leonard \* Independent \* A chatty whirl through the latest discoveries and their real-world applications -- Rachel Laudan \* Wall Street Journal \* I wanted to reach out and thank you for your absolutely brilliant book *Gastrophysics*. As a thirty year restaurant veteran just venturing out on my own into the wild world of consulting, I found your research confirmed many of my long-held beliefs while adding tons of things I had never considered. -- Sean S. Reiter, Chief Synthesist, Sean Reiter Consulting It can't fail to entertain, inform and ultimately dazzle -- Heston Blumenthal, chef and owner of The Fat Duck, on *The Perfect Meal*

Professor Charles Spence is the head of the Crossmodal Research Laboratory at Oxford University, specialising in applied cognitive psychology, consumer psychology and sensory marketing. He has consulted for a number of multinational companies including Toyota and ICI on sensory stimulation projects. Charles was awarded the IG Nobel prize for nutrition for his groundbreaking work on the 'sonic crisp', demonstrating how a louder crunch makes a crisp seem fresher. He sits on the scientific advisory board of PepsiCo and his book *The Perfect Meal* won the 2015 Popular Science Prose Award.

*Gastrophysics* is a manual for restaurants. It lays out in very precise terms how to affect the meal,

the satisfaction, enjoyment and memorability of the event. The advice comes from Charles Spence, a 45-year-old man, running a gastrophysics lab in Oxford, where human guinea pigs give up their secrets. He's secret from themselves mostly. Things like how the shape of plates or their tint affect the experience. Why airline food tastes less than fabulous (there are four very good reasons). How rotating the plate changes the entire impression of the meal. How spraying food fragrances warms up the audience. How the sound of crispness changes our attitude. How the weight of cutlery changes our impression. How putting up a sign (Italy Week) and using red checkered tablecloths make diners think the same Italian menu items from always are suddenly fresher and more authentic. How eating off a tablet computer screen (as a plate) allows for a background video to complement the food. Who knew the act of eating could be so complex? Every one of the five senses plays major role in our experience. Each one gets its own chapter to start the book off in a highly detailed and instructive, not to say addictive manner. Smell works in two areas before the food enters the mouth and at the back of the throat. Smell alone has a direct connection to the brain, giving it by far the most influence on our appreciation. Taste, by comparison, is a weakling limited to five sensations. Food in motion (bacon sizzling, cheese flowing, yolks oozing) is a proven irresistible visual in advertising. There are endless experiments restaurants have tried. In order to get everyone in a good mood, one placed mooing cylinders (and nothing else) on its tables. With nothing else to fiddle with, people picked them up, tilted them, and they mooed, quickly causing everyone in the room to do the same, with resultant universal laughter. Controlling the setting is critical, which is why some high end places make you drive 50 miles out of town, and others in the city center allow no windows at all. All these and hundreds more factors are proven motivators of the palate. Unfortunately, we don't remember food as much as the experience. We remember the setting, the service, the lighting, and the comfort better than the food itself. This is frustrating for super chefs, and they constantly try to improve the memorability factor, not with the food, but with sideshows. In a nod back at supper clubs with floor shows, they use gimmicks like mp3 players, aroma sprays, live musicians, motorized dessert carts and robot servers to make the event memorable. This leads to a problem with the book: the last third is all about these extraneous attempts to make events memorable, well outside the scope of gastrophysics. The potential of battery-operated forks and fur-covered spoons is beyond. Another problem with Gastrophysics is that it is mostly about the superrich restaurateurs. Spence loves citing world-renown establishments, constantly and repeatedly. The kind of places that charge upwards of £300/\$400 (and up to £1000) for a set tasting. They are his peeps. But they are the exception. Also, the many soft, black and white images are less than appetizing. Finally, Spence

has a nasty habit of overusing exclamation points! Oddly for a scientist so finely attuned to the subtleties of fine tuning, their use is confusing and distracting! The overall impression is overwhelming, making *Gastrophysics* a go-to reference for the food industry. And yes, you can and should try these things at home. David Wineberg

Why we eat the foods we eat. Why the color and shape of the dish makes a difference

It is interesting, popular and with some new ideas! Not a real scientific book. Easy to read but with great distance from the course of Science and cooking from Harvard. Thanks for your services.

Easy reading, yet full of research based factual information.

Absolutely technical, but not in the biology way, mostly in the way it discusses how we decide what to eat, and why, and how smells and noises have a strong impact on our choices. After my recent studies on Neuromarketing, I was really happy that I came across this essay! Molto tecnico, ma non perchÃƒÂ© si metta a spiegare la biologia della digestione, quanto piuttosto perchÃƒÂ© esamina attentamente quali sono gli stimoli esterni che possono essere utilizzati per influenzare quello che scegiamo di mangiare. Considerato che recentemente avevo studiato un pochino di Neuromarketing, sono stata contenta di essermi imbattuta, quasi per caso, in questo saggio.

Charles Spence, an experimental psychologist who runs the Crossmodal Research Laboratory at OxfordÃƒÂ¢Ã  ¬Ã  „s University, is the author of *Gastrophysics: The New Science of Eating*, where he fascinates us with discoveries on how memories, associations and emotions enhance the experience of eating, what Spence calls ÃƒÂ¢Ã  ¬Ã  „the everything else.ÃƒÂ¢Ã  ¬Ã  „Gastrophysics conglomerates different disciplines such as experimental psychology, cognitive neuroscience, sensory science, neurogastronomy, marketing, design, and behavioral economics. DonÃƒÂ¢Ã  ¬Ã  „t get discouraged about all this plethora of science; the book is easy to understand. Who Does *Gastrophysics* affect? Many modernist chefs are first to try Gastrophysicists discoveries to create multisensory dishes. Moreover, modernist restaurants use this knowledge to keep relevancy in the culinary scene. At some point, even if you donÃƒÂ¢Ã  ¬Ã  „t visit these Michelin-starred restaurants, youÃƒÂ¢Ã  ¬Ã  „ll receive the influence of *gastrophysics*, because the discoveries at the *gastrophysics* lab will pass to the modernist restaurants and later to the mainstream through the food and beverage companies. Food

vs ServiceSpence tells the story of a chef that wanted to know what his diners remembered of the fabulous meals he served. The chef sent a questionnaire to his guests a couple of weeks after they have eaten at his restaurant. Surprise! The diners answered they remembered the experience, the meal not so much, not the specific ingredients and flavor combinations the chef worked hard to create. The diners remembered the surprising and/or unusual aspect of the service such as when the waitress sprayed some aroma over their dish. Furthermore, the experience was memorable, no doubt the guests enjoyed the food, but the factors that may them come back are the combination of delicious food and great service. 5 Senses: Food Flavor Enhancers | Multisensory Dishes

The multisensory experience is happening whether we are aware of it or not. Furthermore, the researchers have found more connections between the senses than they ever realized. Many Chefs, restaurateurs, and the food and drink industry know the atmosphere affects everything. They have the interest on influencing people's behavior for different reasons, thanks to Gastrophysics. Chefs focus on food, but also they work to influence the environment to make a memorable experience for the guests enough for them to comment and recommend their restaurants. Modernist restaurants use plenty of resources to keep on top of people's memory with jaw-dropping effects, and they go to an extent that will depend on your budget to recreate the same experience at your dinner party. According to Charles Spence, the food and beverage industry funds widely the Crossmodal Research Laboratory. They work closely to quantify how much the atmosphere influences people's rating of taste, flavor, and preference. People involved with food and beverage businesses focus on different factors to improve the experience of their clients and increase their sales. Different aspects applied such as the art of food plating, the music at a restaurant or a supermarket, the packaging of food, the service, to keep client's loyalty and increase the business revenue, but the advances on Gastrophysics research take all that experimentation to a whole new level. How the mind and senses help to enhance food flavor is complex and fascinating. Even if we are unaware of gastrophysics, chefs, restaurateurs, and the food and beverage industry are paying attention, and using all the research results Gastrophysicists have discovered, and so can you now.

ARC  
REVIEW  
The post How to Enhance the Experience of Eating appeared first on [rosaelenad.com](http://rosaelenad.com)

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