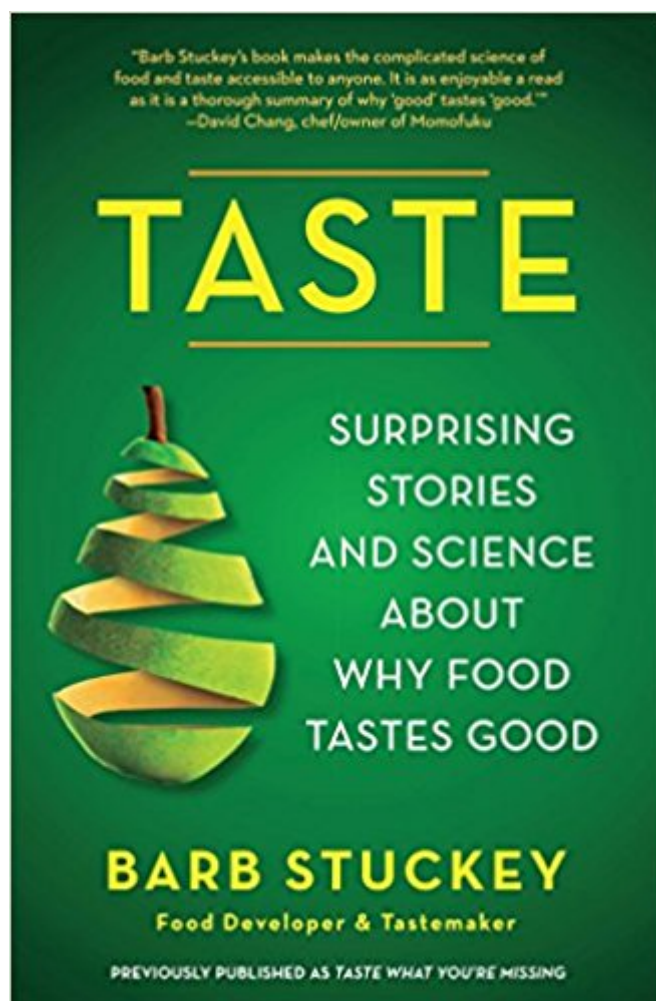




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# Taste: Surprising Stories And Science About Why Food Tastes Good



## Synopsis

Whether it's a grilled cheese sandwich with tomato soup or a salted caramel coated in dark chocolate, you know when food tastes good. Now here's the amazing story behind why you love some foods and can't tolerate others. Whether it's a salted caramel or pizza topped with tomatoes and cheese, you know when food tastes good. Now, Barb Stuckey, a seasoned food developer to whom food companies turn for help in creating delicious new products, reveals the amazing story behind why you love some foods and not others. Through fascinating stories, you'll learn how our five senses work together to form flavor perception and how the experience of food changes for people who have lost their sense of smell or taste.

You'll learn why kids (and some adults) turn up their noses at Brussels sprouts, how salt makes grapefruit sweet, and why you drink your coffee black while your spouse loads it with cream and sugar. Eye-opening experiments allow you to discover your unique "taster type" and to learn why you react instinctively to certain foods. You'll improve your ability to discern flavors and devise taste combinations in your own kitchen for delectable results. What Harold McGee did for the science of cooking Barb Stuckey does for the science of eating in *Taste*—a calorie-free way to get more pleasure from every bite.

## Book Information

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## Customer Reviews

"A mouthwatering exploration of the science of taste ... Stuckey tantalizes readers with details about the intricacies of taste." (Publishers Weekly) "Fascinating—A must for any food lover" (San

Francisco Chronicle) – “Try following even a handful of these pointers and your enjoyment of food will increase markedly.” (Chicago Tribune) – “When it comes to fulfilling food, quality can be a substitute for quantity if only we know how to appreciate it – a skill that can be developed by reading this fine book.” (Financial Times)

Barb Stuckey is a professional food developer who leads the marketing, food trend tracking, and consumer research functions at Mattson, North America’s largest independent developer of new foods and beverages. She and her HyperTaster fiancé divide their time between San Francisco and Healdsburg, in Northern California’s wine country.

Foodie, author, food developer, and Executive Vice President of Mattson, an independent developer of foods and beverages, Barb Stuckey tackles the issues of taste. She covers how the senses work, the basic tastes and how the senses and tastes work together. She weaves an entertaining story by combining anecdotes from her personal and professional experience with well-honed research and shows how much of what we know about taste is wrong. Her work should appeal to anyone interested in making or eating food.

Explains so much. If you’re not a cook and not a foodie and can’t tell if more salt is needed or something else; and if you wish you could take more pleasure out of food; ; and if you feel you have a palate made from synthetic leather, read this book. Barb will bring you through the science and the process of activating your senses to make you a more sure and knowledgeable taster. Minus one point because the tables in the kindle version are truncated.

I’ve sold a lot of these. (You’re welcome Barb. You know we’re SF neighbors and should chocolate taste some time.) This book is the perfect reference book: look up a sense and check out what you can learn about how it, like sound, from music in a room to the potato chip’s crunch in our heads, affects and contributes to how we taste, er, savor. Chapters on flavors, too. Also an interesting feature is the tests and games to learn from in the real world. Recommended!!

Love this book. The author knows her stuff. I am a judge for preserved food events, and this book has really expanded my outlook on judging and quality. It has also helped me to understand people who don’t react to food the same way I do.

An excellent, scientific look at a fascinating subject. An easy read for non-scientists, but with enough "meat" for scientific readers.

Bought as a gift. He said it was very good

I read it and loved what I learned from it and have since given it as a gift to many friends. My sense and understanding of taste have woken up! This book should be on a best sellers list.

An interesting, fun book.

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