A MULTISENSORY APPROACH TO DEVELOPING TASTE
MIKE FAERS
WHAT DO WE MEAN BY MULTISENSORY

10 THOUGHT STARTERS ON DEVELOPING AN INNOVATIVE MULTISENSORY PRODUCT

TRENDS IN FOODSERVICE THAT WILL IMPACT FMCG IN THE FUTURE
LOOKING BACK TO UNDERSTAND HOW EXPERIENTIAL CUISINE EVOLVED

1969 – Nicholas Kurti invents the reverse Baked Alaska using a microwave

1974 – Sous Vide is born in France


2001 – Peter Berhan publishes The Science of Cooking

2002 – Discovery air Heston’s Kitchen Chemistry Series

2003 – El Bulli perfect spherification

2006 – Sound of the Sea appears in the menu of The Fat Duck

2007 – Paper on Glutamate in Tomatoes

2011 – Cosser Spence publish Bittersweet Symphony

2014 – Charles Spence publishes The Perfect Meal

2017 – Charles Spence publishes GASTROPHYSICS

2020 – XXXXXX

MULTISENSORY – LET’S PUT IT IN CONTEXT

Experiential cuisine is more than multisensory…
LET’S DEFINE WHAT WE MEAN BY MULTISENSORY CUISINE...

“WE TASTE WITH OUR EYES, EARS, NOSE, MOUTH, MEMORY, IMAGINATION AND OUR GUT

EVERY HUMAN BEING HAS A RELATIONSHIP WITH FOOD, SOME OF IT POSITIVE, SOME OF IT NEGATIVE BUT ULTIMATELY IT’S ALL ABOUT EMOTION AND FEELING

IT’S THE CONVERSATION BETWEEN OUR BRAIN AND OUR GUT MEDIATED BY OUR HEARTS THAT TELLS US WHETHER WE LIKE FOOD OR NOT”

HESTON

“CHANGING THE EXPERIENCE IN 1 SENSE BY THE STIMULATION OF ANOTHER SENSE OR THE STIMULUS OF ALL OUR SENSES TO SUBCONSCIOUSLY CHANGE AND ADAPT THE EATING EXPERIENCE”

STEFAN COSSER
WHAT DO WE MEAN BY MULTISENSORY

10 THOUGHTSTARTERS ON DEVELOPING AN INNOVATIVE MULTISENSORY PRODUCT

TRENDS IN FOODSERVICE THAT WILL IMPACT FMCG IN THE FUTURE
what we eat with

sound

Kiki Bouba

Mood Food

transformation

dynamic contrasts

Wabi Sabi

Rituual Nostalgia

setting the scene

Colour

food

transfor

mations

Ritual

nostalgia
WHAT WE EAT WITH

1

[Imagery of tongue and food combination with smoke and pipette]
WHAT WE EAT WITH
SHAPES AND NAMES...

KIKI
BOUBA

2

KIKI
BOUBA

Sprite

Cadbury DAIRY MILK
SOUND MATTERS...
A bittersweet symphony: Systematically modulating the taste of food by changing the sonic properties of the soundtrack playing in the background

Anne-Sylvie Crisinel, Stefan Cosser, Scott King, Russ Jones, James Petrie, Charles Spence
Meat fruit
A mandarin containing chicken liver parfait
Mock turtle soup at The Fat Duck

The mad hatters fob watch is transformed from solid to liquid in front of the guests.
DYNAMIC CONTRASTS...

- Hot and cold
- Sweet and sour
- Hard and soft
- Sharp and rounded
- White and black
- Sweet and salty
- Crisp and juicy
- Light and dark
COLOUR

6

[Image: Red, White & Blue]

[Image: NO FOOD IS NATURALLY BLUE?]

[Image: Colourful M&Ms]

[Image: Blue M&Ms]

[Image: Blue sushi rolls]
Setting the scene
A quail will taste better in the woodlands
Seafood will taste better by the sea
THE PERFECTION OF IMPERFECTION?
**THE PERFECTION OF IMPERFECTION?**

**WABI SABI**

A concept, an aesthetic, and a worldview. Simply, an intuitive way of living that emphasizes finding beauty in imperfection, and accepting the natural cycle of growth and decay.
OUR MOOD MATTERS...
What does fear smell like...

Flavours alone are not 3D - Emotions are 3D
RITUAL
NOSTALGIA

Try a ‘99’

Enjoy!

with a real
Chocolate Flake!
CONSUMER TRENDS

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FOOD AND BEVERAGE TRENDS

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THE BOWLS ARE WHERE IT'S AT!

Dimes on Canal Street New York, demonstrates the scandinavian décor at its best and if you’re in search of feeling good and good-tasting food then this is one to visit! The grain and smoothie bowls are the show stoppers on the menu!

LONDON POP UP-
SYNAESTHESIA:
-MULTI SENSORY LUNCHES AND DINNERS

Imagine a world where sound has colour, colour has flavour, or numbers are unique personalities you know well. If any of these concepts are familiar to you, chances are you may have synaesthesia. Catering or only 14 guests these dining events guarantee to deliver a unique insight into the world of synaesthesia - the neurological phenomenon which connects the senses and is thought to affect three per cent of the population.
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Thank you