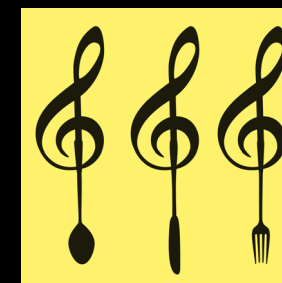


Cheesy Music Mash Ups

Eating With Your Ears



Linda Avila | Reginald Pearson

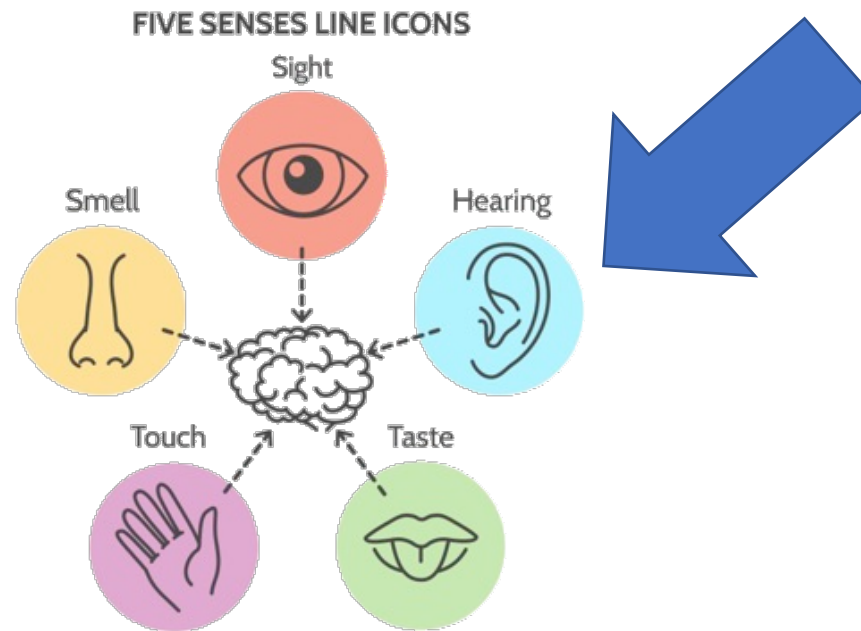
Vice President Retail Development, Presenture, LLC | Perishable Category, Spec's Wine Spirits & Finer Foods



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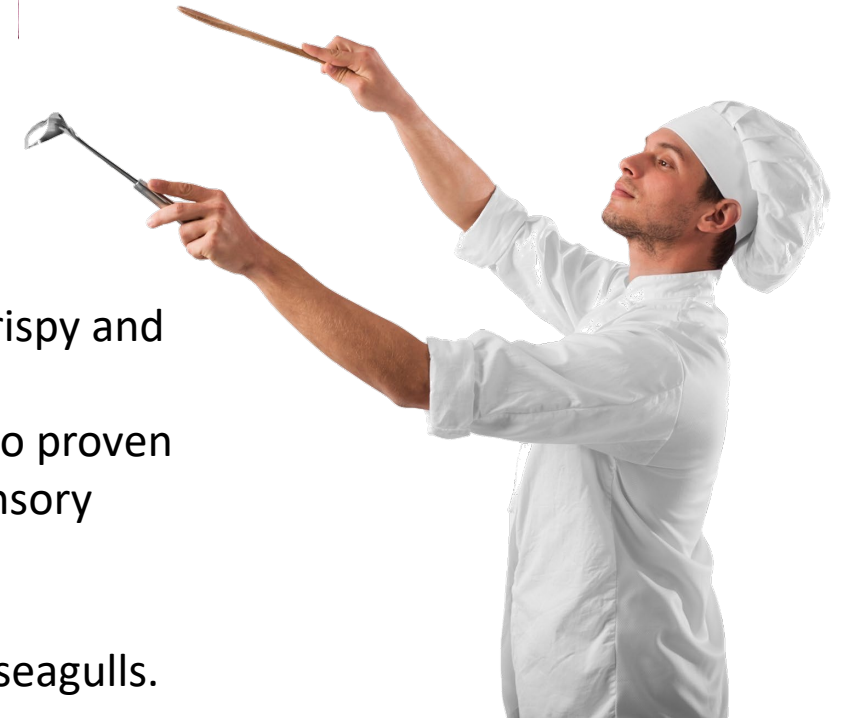
Eating With Our Ears:

- We as humans perceive food with our 5 senses, however, the one sense that is often overlooked when it comes taste is **S O U N D**.



Eating With Our Ears: When Was the Last Time You Listened to Your Food?

- **The Science:** Scientists at Oxford University have found that just as the appearance and smell of food can influence how we taste, so does sound, otherwise known as *Sonic Sprinkling*.
- ❖ Sonic Sprinkling can enhance or deflate flavors.
 - ❖ Why is it people cannot eat just one potato chip?
 - It is a proven fact that potato chips taste better when they are crispy and crunchy.
 - It is not an accident that a bag of potato chips is so noisy. It is also proven that a loud bag makes the chips taste better due to the pre-sensory experience.
 - Example: The science experiment with *Pringles*.
 - Example: The science experiment with crashing waves and seagulls.



Eating With Our Ears

The Hidden Links Between Music and Food

- **The Restaurant Experience:** There is more to our dining experience than just the food.
 - ❖ 50% of our dining experience comes from the atmosphere of the establishment.
 - Decorations, waiters, mood lights, and sound which includes **MUSIC**.
- **The Music Makes Everything We Eat Better:**
 - Listening to music while eating increases the amount of food and drinks we order.
 - Music makes our lunch or dinner longer and more enjoyable.



Eating With Your Ears: Can Music Change the Way We Taste?

- How to bring in our **EARS** into our dining experience?
 - ❖ Sound changes the taste perception of our food including cheese.
 - ❖ Science has proven that **Music** has the greatest impact on our dining experience.
 - ❖ We will be exploring the connections between sound and flavor perception thru fun Cheese Mash Ups and Music.



"If Music be the food of love, play on, give
me excess of it; that surfeiting, the
appetite may sicken, and so die."
William Shakespeare, Twelfth Night



Eating With Your Ears: Can Music Change the Way We Taste?

➤ Science Experiment: “Sonic Seasoning”

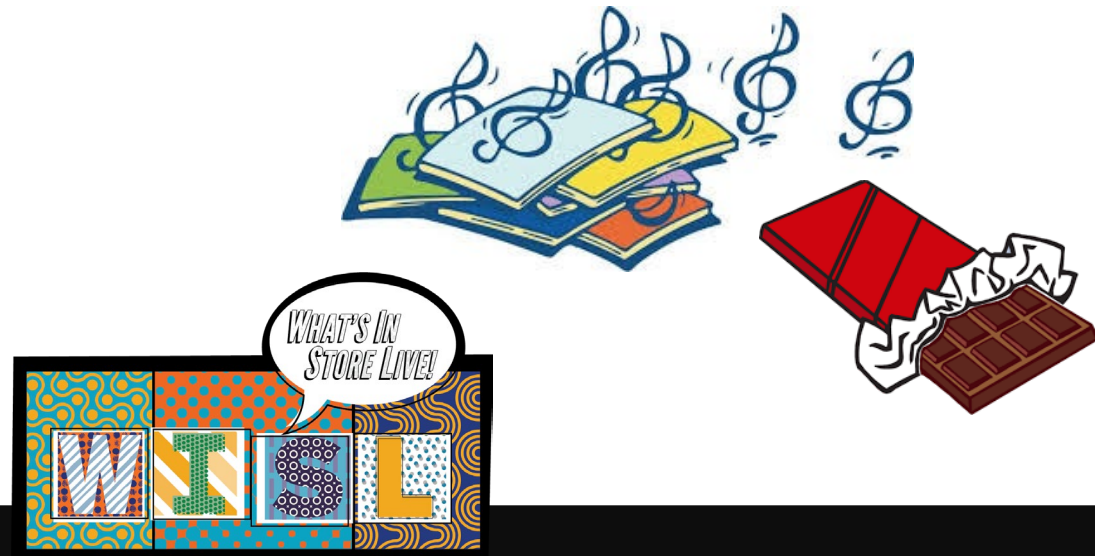
THE TASTE OF CHOCOLATE AND SOUND

❖ High Pitch Sound & Chocolate

- <https://soundcloud.com/sporkful/the-sound-of-food-chocolate-experiment-high-pitch>

❖ Low Pitch Sound & Chocolate

- <https://soundcloud.com/sporkful/the-sound-of-food-chocolate-experiment>



Cheese Mash Up and Music

- Surprisingly, rhythm influences the rhythm of chewing.
 - ❖ When people are exposed to slower music, we eat slower and drink more.
 - ❖ A study by Professor Spence in 2010 showed that consumers purchased more expensive wines when classical music is played.
 - ❖ Ethnically appropriate music at a high-end pizza restaurant, for example an Italian opera, can also enhance your perception of the pie and the price of the meal.
- Our first Cheese Mash Up and Music
 - ❖ **Milton Prairie Breeze** with Jason Roy Cullimore Prairie Breeze Western Track
 - Paired w/ Le Chemin du Roi Champagne and Strawberries



Cheese Mash Up and Music

- Does sound affect perception of food in our minds?
 - ❖ “The Halo Effect Theory” also known as the “Emotion Mediation”
 - Sounds and music can create certain emotions within us which carries over into how we feel about the food.
- Cheese Mash Up and Music **Blues w/ Blues**
 - ❖ ***Kingston Breezy Blue*** with Breezy Rodio – The Power of the Blues
 - Paired w/ Branson Cognac with Venus CaPeachio’s Asst Crackers



Cheese Mash Up and Music

➤ The Restaurant Experience

- ❖ Cheese is an emotional food. Emotional foods such as chocolate and even cheese are rated better when paired with music
- ❖ Research is questioning the relationship between music and food. Some studies have found that more money is spent when classical music and jazz music is playing.
 - Food Enjoyment is related to music.

➤ Cheese Mash Up and Music

Jazzy Jack & Jack & Chives

- ❖ ***Sunrise Creamery Jack & Chives*** with Cheese Jazz by Christian S
- Paired w/ Ficaccia Green Pitted Castelvetro Olives & Kettle Chips



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Cheese Mash Up and Music

- Like cheesemaking, pairing music with cheese is both an “Art and a Science”.
 - ❖ We tend to enjoy meals more when we are eating with a group of friends than when we are eating alone.
 - ❖ The more people at the dining table, the more we eat.
- Cheese Mash Up and Music
 - ❖ **Sunrise Creamery Smoky Pepper Jack & The Red Hot Chili Peppers**
 - ❖ Or do you prefer Smokey Robinson

Paired w/ Ines Rosales Plain Olive Torta & Ficaccia Mini Peppadew



Cheese Mash Up and Music

➤ Does sound affect perception of food in our minds?

❖ “Attention Capture Theory”

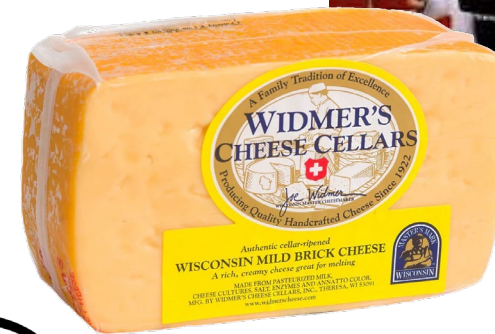
- When foods have complex flavors, specific sounds can cause us to pay more attention to a certain taste or flavor.

➤ Cheese Mash Up and Music **Brick Cheese and Brick House**

❖ **Widmer Cellars Washed Rind Brick Cheese**

with The Commodores “Brick House”

- Paired w/ Volpi Genoa Nuggets & Ditsch Pretzel Bites
Try pairing w/ stoneground mustard & red onions



Cheese Mash Up and Music

- The “Functional Sensory and the Emotional Experience”
 - ❖ Combining music and food is not a new concept. Music and food create a human bonding experience
 - ❖ We gain pleasure from a shared identity and a bonding experience. By sharing a set of experiences, we all gain pleasure. A joint experience brings us together.
 - Think about medieval times and the Renaissance or an IDDBA Food Show and Specialty Cheese.
- Cheese Mash Up and Music
 - ❖ **Widmer Matterhorn Alpine Cheddar** S-Moo-z’s beautifully with Biggy Cheese Mr. Boombastic by Shaggy
 - ❖ Paired w/ Don Fulano Añejo Tequila, Toshi Candied Orange Peels





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Cheese Mash Up and Music

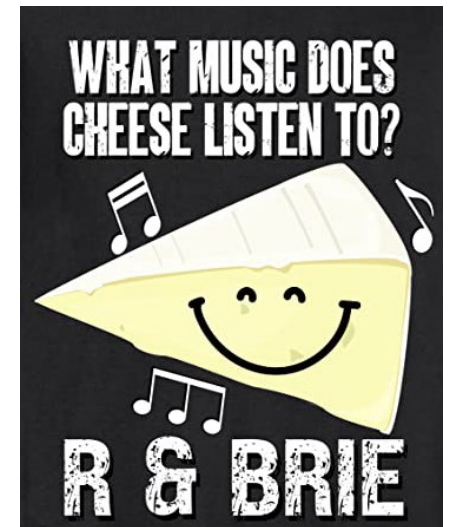
➤ Auditory Clues

- ❖ Professor Spence from Oxford University states there is a “Neural Real Estate” that impacts taste. The human brain is more active when it comes to hearing and vision, much more than taste and smell.

➤ Cheese Mash Up and Music **R & Brie**

- ❖ Sodiall Entremont Brie & M C Hammer Can't Touch This

Paired w/ Dalmatia Fig Chili Spread, Venus Cracker



Cheese Mash Ups and Music

Eating With Your Ears

➤ SOUND.... The Forgotten Flavor Sense

- ❖ What we hear when we taste affects our flavor perceptions of what we are eating.
- ❖ ***The Mind, Music, and Mouth*** affect how we taste. Just imagine how much information is processed by our brain in a split of a second. Our brains are wired to recognize patterns through our senses including our ears.
- ❖ There is still much to learn and understand about the relationship between music and taste.





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Cheesy Music Mash Ups

Eating With Your Ears

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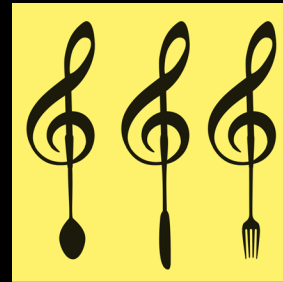
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