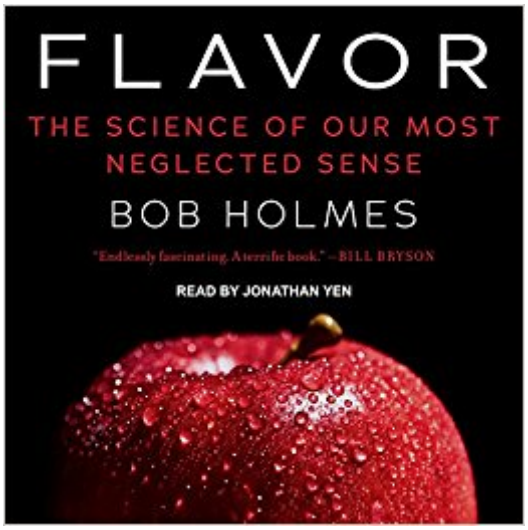
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Flavor: The Science Of Our Most Neglected Sense



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Synopsis

Can you describe how the flavor of halibut differs from red snapper? How Brie differs from cheddar? For most of us, unfortunately, the answer is: badly. Flavor remains a vague, undeveloped concept we don’t know enough about to describe-or to appreciate-fully. In Flavor, Bob Holmes shows us just how much we’re missing. He tackles questions like why cake tastes sweetest on white plates, how wine experts’ eyes fool their noses, and how language affects flavor. He peers over the shoulders of fascinating food professionals engineering the perfect snack, chefs seeking surprising new flavor combinations, and even mathematicians pursuing the perfect pizza topping. He reveals how we can all sharpen our senses using professional techniques to name and describe flavors articulately. Whether you’re someone who likes to cook creatively, delve into cutting-edge science, explore nutrition trends, or just to eat, Flavor will open your mind and palate to a vast and exciting sensory world.

Book Information

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Customer Reviews

"[A] mouthwatering work . . . As Holmes runs through terrific experiments and describes strange technologies, he makes food science fun and approachable." ---Publishers Weekly Starred Review

Bob Holmes has been a New Scientist magazine correspondent for over two decades. The holder of a PhD in evolutionary biology from the University of Arizona, he is a passionate home cook and a Slow Food Canada member. He lives in Edmonton, Alberta.Jonathan Yen was inspired by the

Golden Age of Radio, and while the gold was gone by the time he got there, he’s carried that inspiration through to commercial work, voice acting, and stage productions. From vintage Howard Fast science fiction to naturalist Paul Rosolie’s true adventures in the , Jonathan loves to tell a good story.

This book was so much better than I expected! I thought it might be a rather dry scientific overview, but while it is certainly scientific, it is not at all dry. The author has a sense of humor and a sense of fun, and IÃƒÂ¢Ã â ¬Ã â„¢m sure it would be a treat to share a meal with him. He explains the subtleties, complexities, mysteries, and physiology of taste and smell very clearly, and by the end we have learned an enormous amount in an area that few people ever even think about. Every page has a surprise. He changed the way I cook, eat, and think about food.

An excellent book! I knew that flavor was a complex subject, but did not realize how incredibly intricate it is. Beside the entertaining information, and the solid science, I am also enjoying trying some of his experiments myself. Who would have thought that a low (80 hz) tone could make semi-sweet chocolate taste more bitter, while a high (1,500 hz tone) could make the same piece of chocolate taste sweeter? It was fun switching back and forth, not to mention eating lots of chocolate. I highly recommend this book for cooks, science teachers, and anyone who really likes food.

Absolutely fantastic. Working in medicine, I geek out over anatomical tomes. This is an outstanding, easy to understand look into one of our most important senses. You will never look at cilantro, jelly beans or MSG the same way again

A good book with a lot of information.Parts of my work is related to tasting and sensory analysis, a subject i always found elusive.This book answered to questions, make sense with my experience, removed some outdated info and opened perspective (the part on flavor and big data looked promising).The style is clear and easy to read ,the content is based on scientific studies or interviews of specialists on the field.There is a lot of reference at the end of the book if you need to deepen some point.

"Flavor" is a great book for those interested in why we perceive foods as we do, or for someone like me who has flavor chemistry experience but has been out of the field for a bit. Easy to understand, but also goes into a lot of the chemical and scientific reasons for readers interested in those details.

Highly recommend.

Interesting. Conversation piece type of book.

Great reading.

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