Put the text in order. What is it about?

We've all heard that the first bite is taken with the eye – but the link between our visual sense and our flavour perception may

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there with smell, in flavour's "premier league", if you will. Taste sits far below with sound and texture and touch. "Half the brain is visual in some sense," says Spence, "versus just a few per cent for overall taste senses. So in cortical real estate, vision is always going

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and fashions". Think about green food and you might picture fresh, nutritious rocket, watercress or cucumber. Or perhaps under-ripe, sour fruits. However: "If I talk to you about green meat," he says, "your stomach probably turns."

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senses here, right? Well perhaps not. You only have to consider the insatiable public appetite for food porn masquerading as cookbooks to see there is meat to the old adage: we eat with our eyes. Charles Spence, the Oxford experimental psychologist who helped Heston Blumenthal develop some of his playful multisensory signature dishes, places vision right up

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at the Marketing Clinic, which advises food manufacturers on product development. How colour affects appetite is inconsistent, contextual and, he says: "directly related to experience, expectations, associations, cultural norms

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be stronger than you think. When I think of flavour perception, noses and taste buds primarily spring to mind. Sure, other factors such as texture, temperature and touch sensations play a part, but taste and smell are the dominant

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of a German study seem to back this up. Its subjects rated wine as tasting 50% sweeter if drunk under red light, rather than under blue or white. But is this an innate preference? Probably not, thinks Chris Lukehurst, head of research

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success? And young British consumers now happily associate the colour with raspberry flavoured drinks.Another popular theory is that we're attracted to red food because it signals ripeness, sweetness and calories. The findings

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to win." This is in part why the colour of our food and drink can not only determine whether it is appetising, but its flavour, too.
It is often said that we have an inherent aversion to blue food because it appears so rarely in nature. But if this were true, how come the introduction of blue M&Ms was such a roaring

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