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Titolo	The perfect meal : the multisensory science of food and dining // Charles Spence, Betina Piqueras-Fiszman
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Descrizione fisica	1 online resource (439 p.)
Classificazione	TEC012000
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Soggetti	Gastronomy Dinners and dining Food - Sensory evaluation Senses and sensation Intersensory effects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Machine generated contents note: Introducing the perfect meal Let the show commence: On the start of the perfect meal Tastes great, but what do we call it? The art and science of food description Plating and plateware: On the multisensory presentation of food Getting your hands on the food: Cutlery The multisensory perception of flavour Using surprise and sensory incongruity in a meal Looking for your perfect meal in the dark How important is atmosphere to the perfect meal? Technology at the dining table On the future of the perfect meal .
Sommario/riassunto	" The authors of The Perfect Meal examine all of the elements that contribute to the diner's experience of a meal (primarily at a restaurant) and investigate how each of the diner's senses contributes to their overall multisensory experience. The principal focus of the book is not on flavor perception, but on all of the non-food and beverage factors

that have been shown to influence the diner's overall experience. Examples are: the colour of the plate (visual) the shape of the glass (visual/tactile) the names used to describe the dishes (cognitive) the background music playing inside the restaurant (aural) Novel approaches to understanding the diner's experience in the restaurant setting are explored from the perspectives of decision neuroscience, marketing, design, and psychology"--  
"The first book dedicated to the sensory science behind "eating out", considering every sensation involved in the dining experience"--

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