

Food Choice and Acceptability

Brain processes...

- preferences
- previous experiences
- attitudes to food
- hunger and satiety

Ears hear...

- food being prepared, cooked, served or eaten

Nose detects...

- odour

Combined with taste, it helps to develop flavour.

Eyes identify...

- shape
- colour
- glossiness
- texture
- temperature

Tongue tastes...

- sweet
- sour
- salty
- bitter
- umami

Foods which are spicy and astringent also play a factor. The texture, resilience and temperature of the food in mouth are also important.

Health and wellbeing...

- mood
- body image
- physical activity
- health status

Environment...

- location
- ambiance
- temperature
- distraction

Social and economic context...

- alone
- friends and/or family
- peers or colleagues
- occasion
- money
- food availability
- education, including cooking skills
- serving style and portion size

Beliefs and values...

- religion
- food ethics
- culture, tradition and heritage
- lifestyle choices
- media influences

