

Sample Seminars

Basic Flavor Odyssey. All seminars contain information about basic tastes, aroma perception and the perception of textures and all principles are illustrated with hands-on samples. Participants are tested to determine if they are "tasters" or "non-tasters". Learn about "brain freeze" , "fat tongue" and other sensations.

Hot, Hot, Hot. What makes food burn? How do we perceive hot sensations? Do hot foods ruin our taste buds or destroy our stomachs? Why do we keep eating food that makes us sweat and burn? Optimizing the impact of hot food in your products or on your menus.

Burgers and Fries. Special emphasis on the sensory attributes of condiments. What makes our mouths water? How to make hamburgers and fries taste great and be craveable.

Latino Flavors. Way beyond salsa! Sensory properties of chiles and Latin seasonings. How to successfully add these lively and increasingly popular flavors to any food or menu.

Chocolate! Indulgence to the max! Learn more about the sensory aspects of chocolate than you ever dreamed possible. Taste "flights" of chocolate to learn about differences in chocolate made from different beans and varying cacao content.

Product Reviews. Stop wasting everyone's time!! How to set up a short, productive product evaluation sessions to provide useful and actionable information for your company.

Testimonials

Les Spagnoli, Lawry's Foods: Food Smarts is entrusted with all our most important flavor seminars!

Brian Kolodziej, Chilis, Vice-President Food and Beverage: Great Seminar! Our group learned a lot and had a wonderful time.

Robert Pierre, President, California Egg Commission: Food Smarts is fabulous! They've been presenting seminars to manufacturers for us for over 10 years with excellent results.

Inform * Inspire * Entertain



Food Smarts

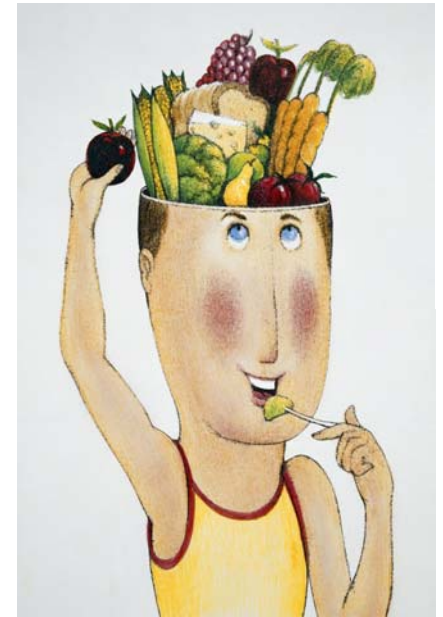
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Food Smarts



**Flavor
Seminars**

Teaching
Good Taste

Why have a Flavor Seminar?

Doesn't everyone know how to taste?

Our flavor seminars teach the participants the basic physiology involved with flavor perception. You'll learn how we all live in our own sensory world and see, hear and taste differently from each other. Sensory evaluation is a fascinating subject and covers all the sensations involved when we taste a food or beverage.

Guaranteed to educate and inspire, these highly interactive seminars teach..

- Why aromas make us remember things so vividly.
- How flavor perception relates to other aspects of our lives.
- Why hot and spicy foods are addictive.
- How our sense of taste prevents us from making life-threatening mistakes.
- How to recognize and remember aromas.

And more.....



Who Benefits?

Quite simply..anyone in the food, beverage or related businesses can use these entertaining and informative seminars to become more aware and engaged tasters.

Food Manufacturers. Train evaluators to make product cuttings more productive; improve quality assurance. Great training for product managers, corporate chefs, food scientists and all R&D personnel.

Food Service. Improve understanding of flavor perception for chefs, restaurant managers, wait staff, corporate decision makers, purchasing groups.

Sales. Open doors to clients by offering an entertaining flavor seminar instead of a sales call. Central location seminars will attract participants and create a positive reason for contact.

Trade Shows. Sponsor a custom designed seminar for a break-out session at one of your important trade shows.

Management. A smart, unique addition to your corporate event. These interactive seminars encourage camaraderie and team building.

Ideation. Use a fast-paced flavor presentation to warm up your group and begin positive interaction.

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Events

- Continuing Education
- Sales Calls
- Corporate Events
- Ideation Warm-ups
- Management Retreats
- Workshops
- Client Appreciation/ Value Added Events
- Sales Rallies/Incentives
- Team Building
- Trade Show Sessions



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