



Culinary Institute
of America

Defining Deliciousness

Valrhona Team Building

March 26-27



Overview

- Defining Deliciousness Presentation
- “Taste Like a Chef” Exercise
- Tasting Exercise – Four Stations with Online Response sheet
 - Chocolate, Coffee & Tea, Non-Alcoholic Beverage, Wine
- Review and Wrap-up

Learning Objectives

- Recognize how the brain perceives flavor.
- Learn how to make things delicious by combining flavor perceptions and sensations and affecting them with temperature to derive texture.
- Identify the flavor of umami and explore how to interact with it in cooking.
- Understand the components of flavor design and the process to create flavor.
- Experience the sensations of deliciousness.

Key Terms

- aroma
- balance
- bitter
- complexity
- creamy
- effervescent
- flavor
- salty
- sour
- spicy
- sweet
- taste
- palate
- umami



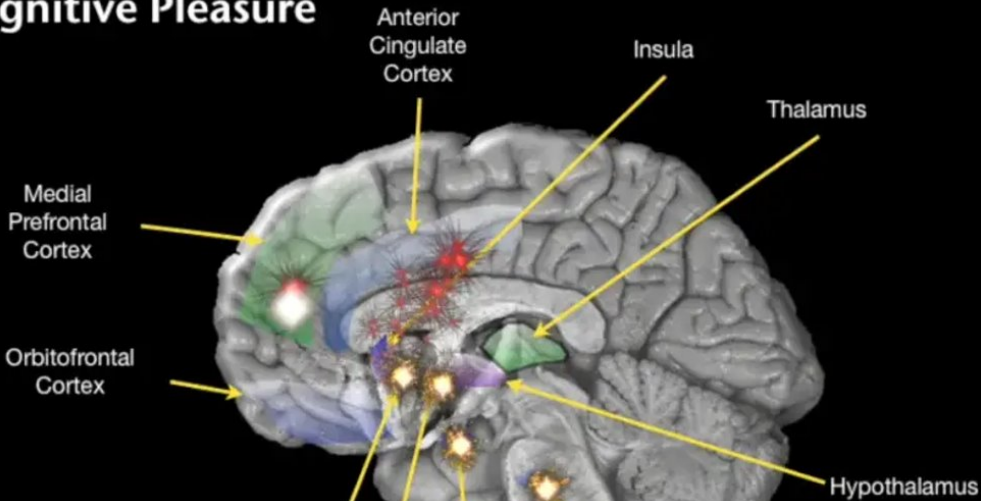
perception of flavor
the pathway to delicious

the brain tells the story
we eat from hunger & dine from pleasure

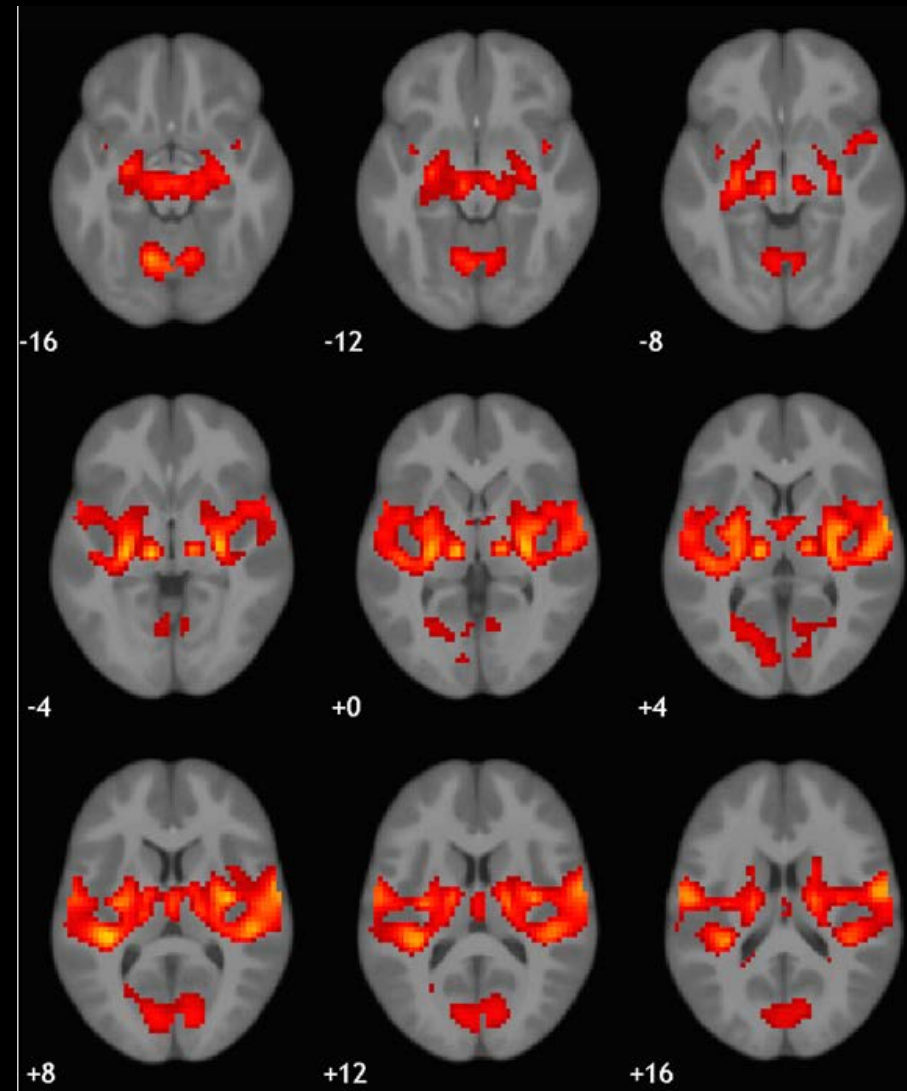
Related to hedonism
Stimulates pleasure
Motivates behavior
Studied as "food liking" activity

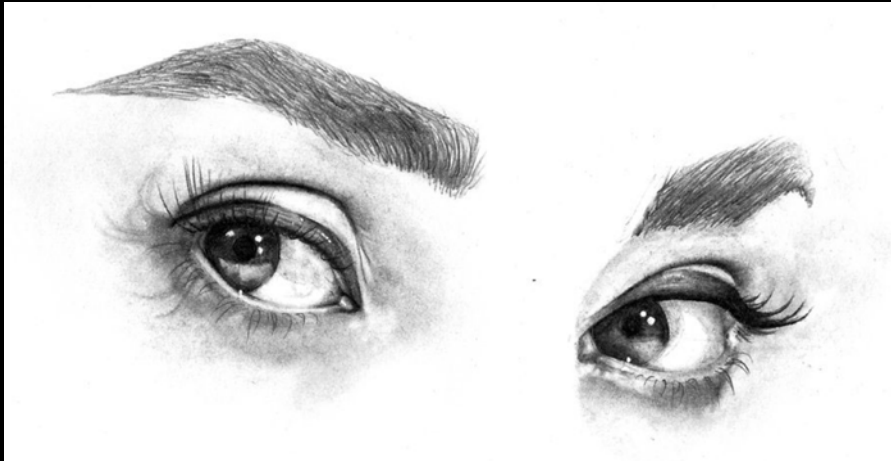
Hedonic Brain

Cognitive Pleasure



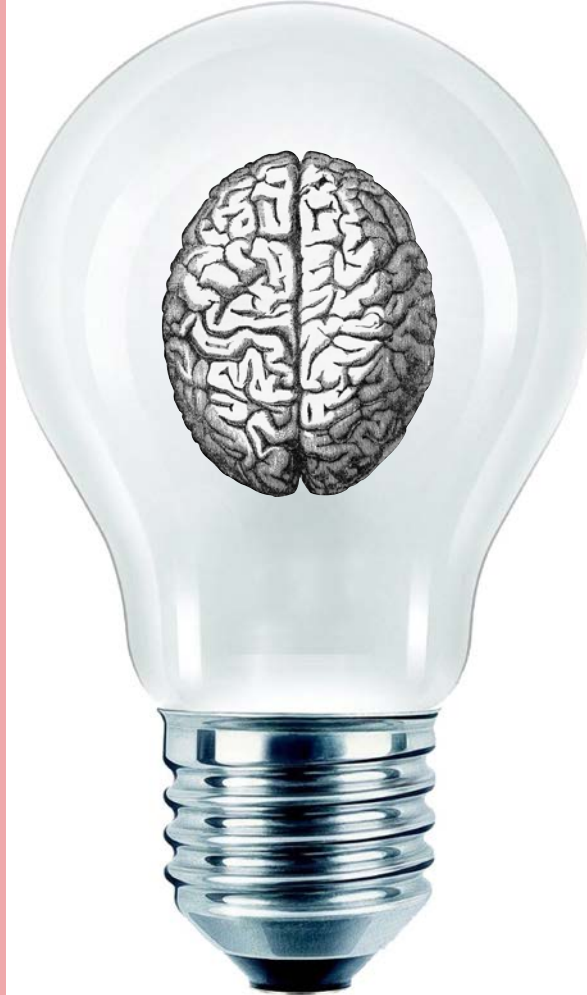
Hedonic Hot Spots

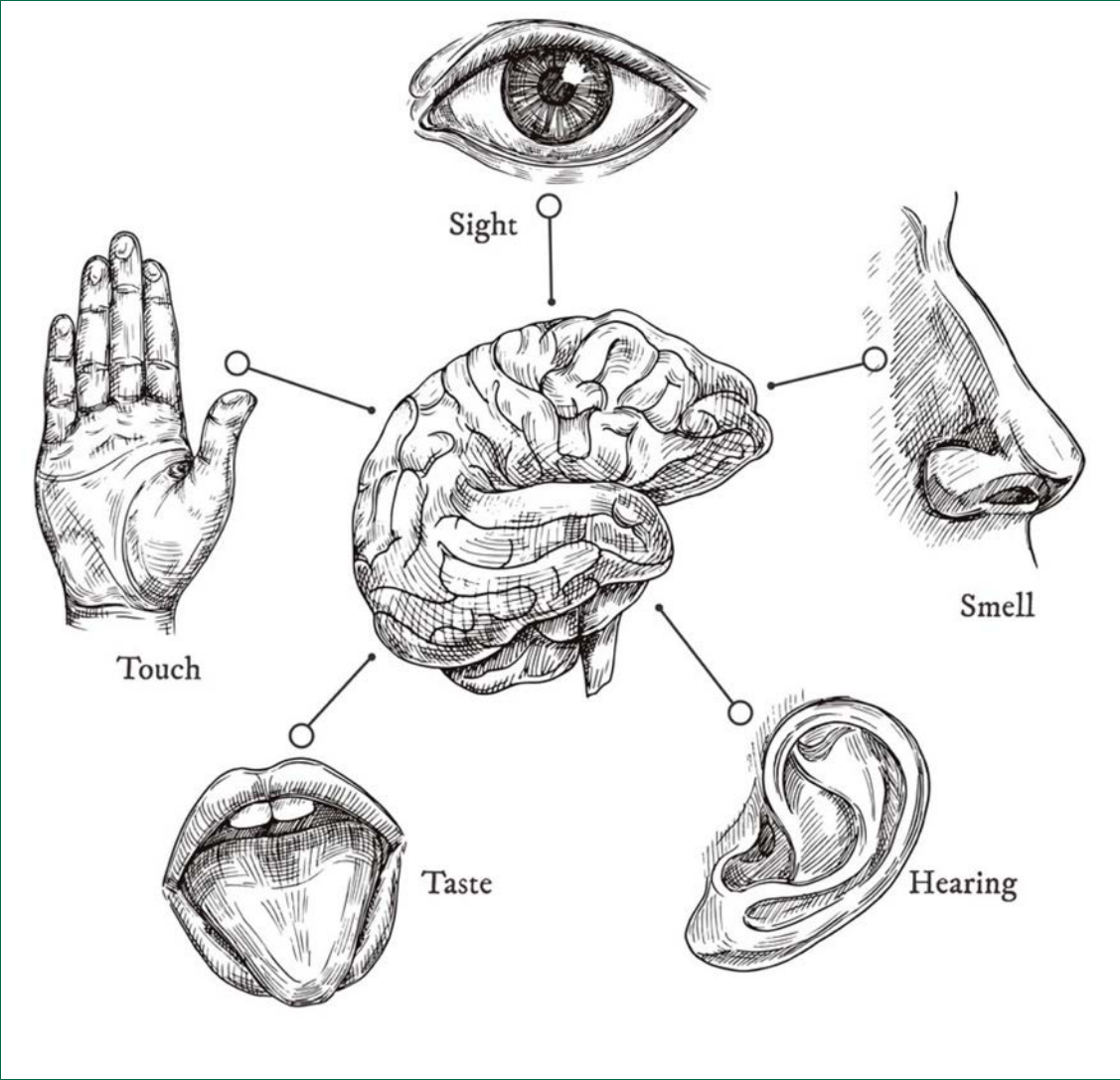


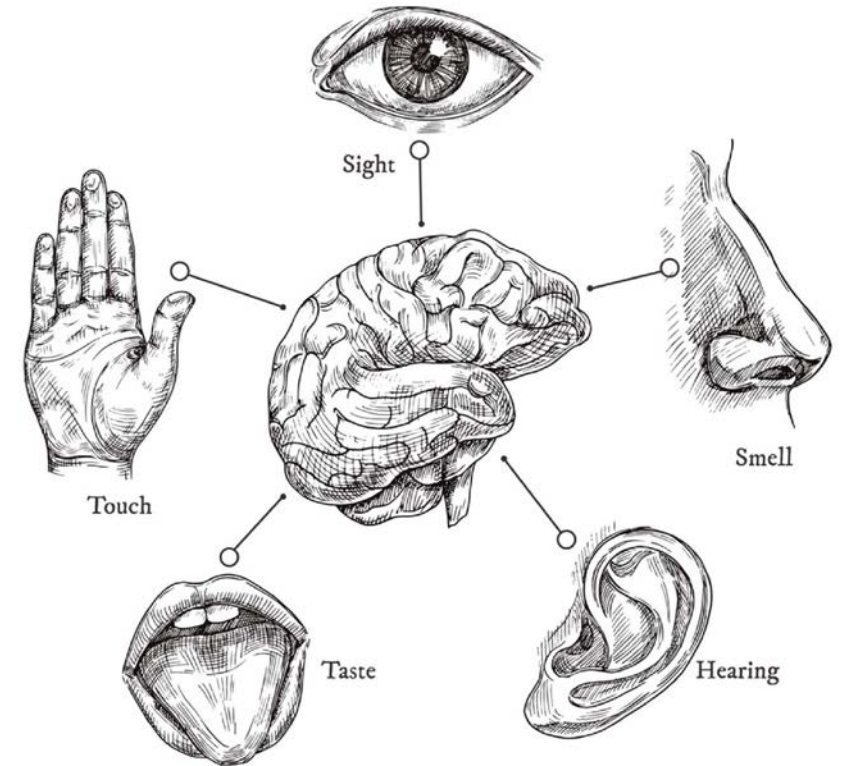
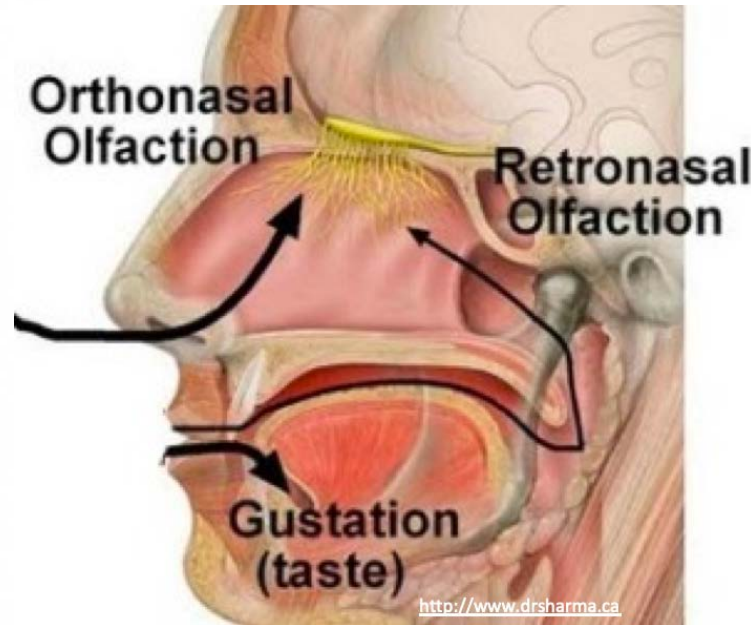










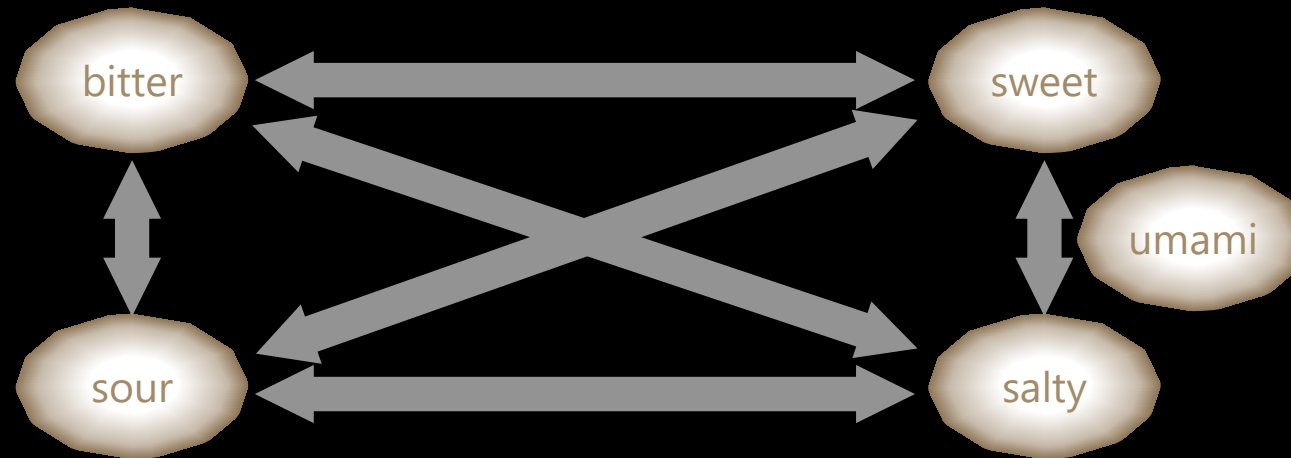




What does a chef think about



the discipline of culinary design



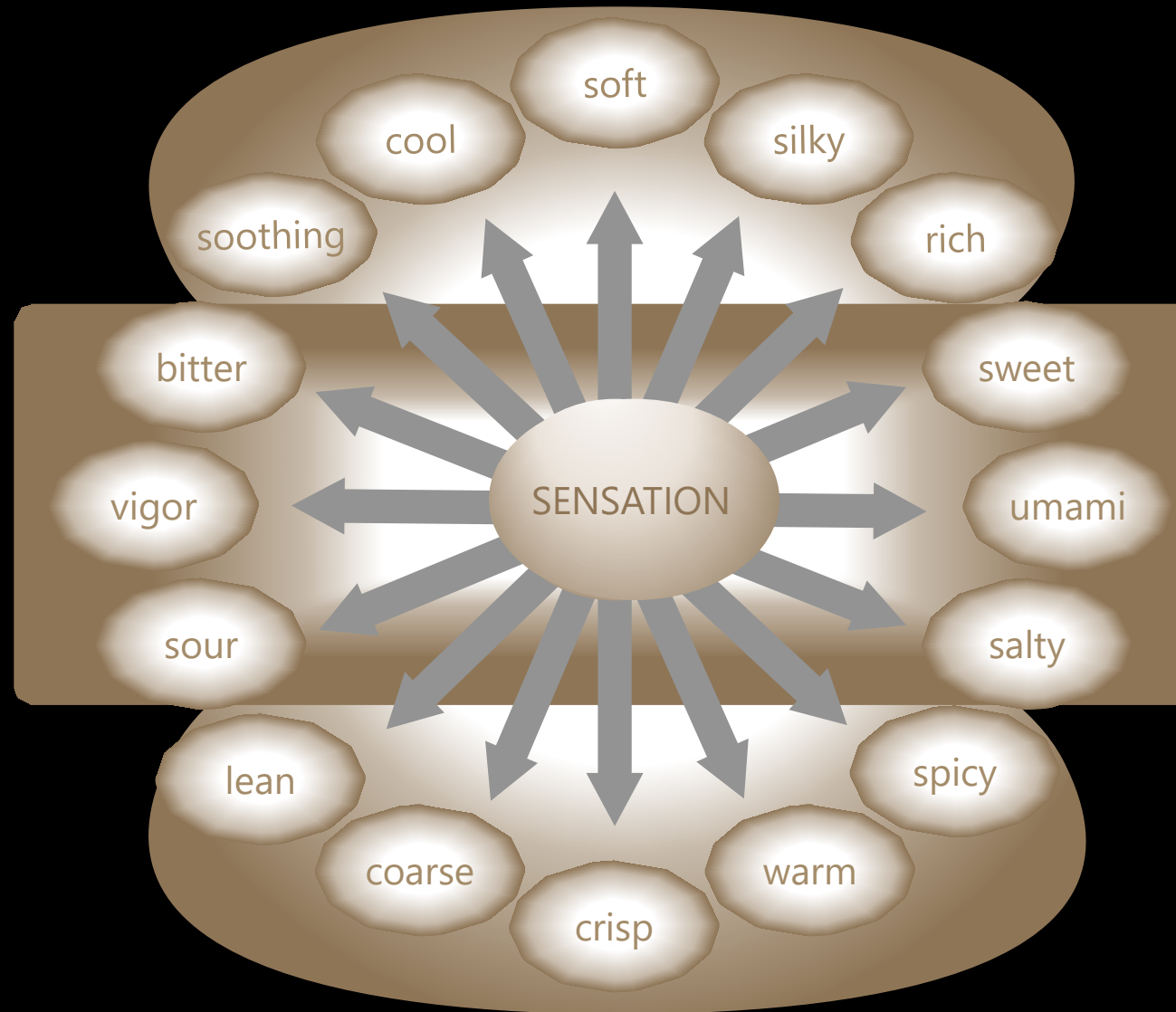
What is the flavor of *UMAMI*?

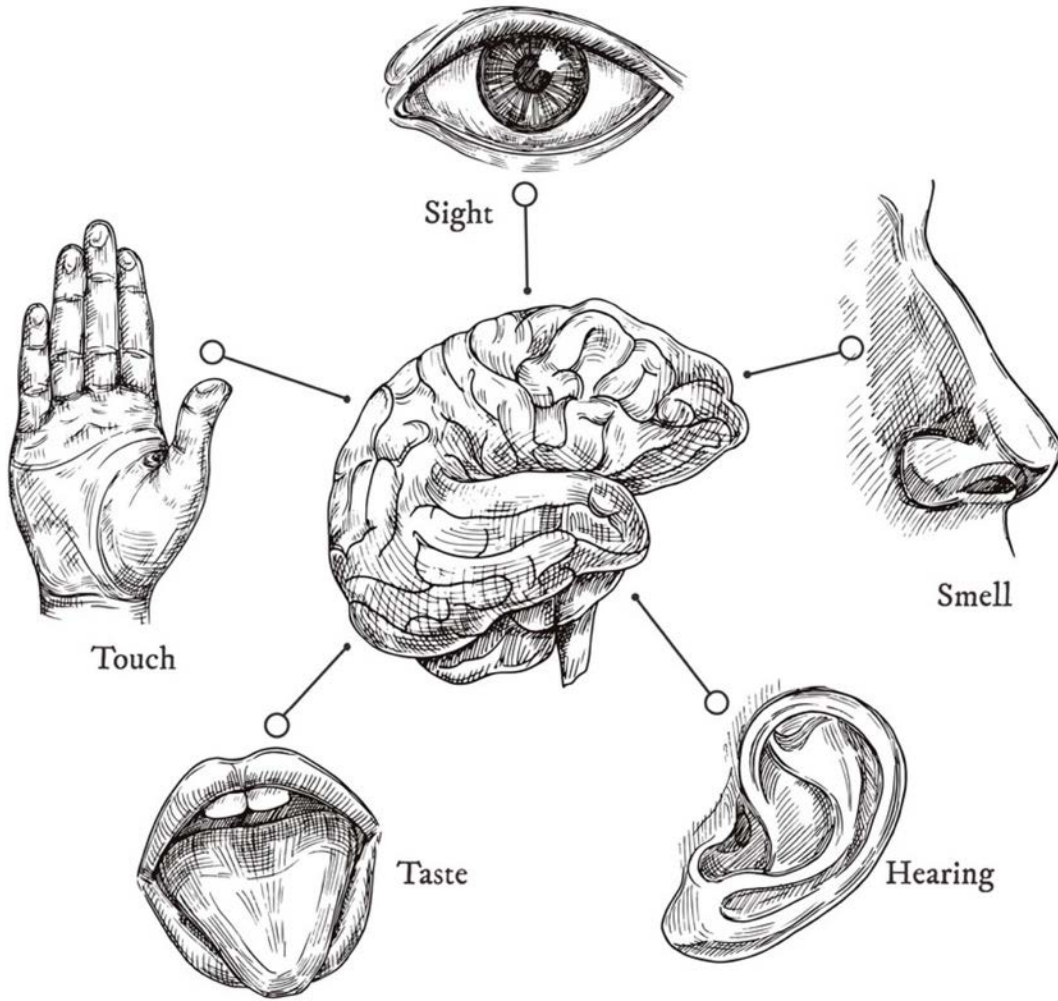
- fish sauce
- ripened cheese
- aged meat
- fermented
- mushroom, dried ++
- dry fish
- cured meat
- browned meat
- browned vegetables



umami is the result of nature,
maillard, aging, or decay...

...how best might we interact
with it in cooking?





delicious

speaking of delicious from a lexiconic perspective

aroma

**the usual suspects:
sweet, salty, sour, bitter**

umami

spicy

complexity



creamy

effervescent

balance

**...and the process to create
flavor?**

**we cook & eat
it is romantic...**

Create Flavor

Exposure + Palate + Method + How

Exposure

- Cook often - with a variety of foods and methods
- Eat everything and in vast combinations
- Taste, think, understand, define perception
- Learn from a cook's standpoint
- Understand flavor, taste texture
- Develop benchmarks and know what "good" is

Palate

- Learn how the palate communicates with the brain
- Train to connect the experience to the flavor
- Remember flavors and log how you created them
- Learn why it tastes the way it does
- Analyze and recreate
- Develop benchmarks

Method

- Master technique
 - Each delivers a result at varying levels of intensity
 - Texture is derived and causes realization
 - Offers a vast variety of variance in experience
 - Creates expectations

How

- Experimentation
- Tried and true
- Variation on a theme
- Straightforward
- The creative process

components of flavor design

the syntax



list the ingredients



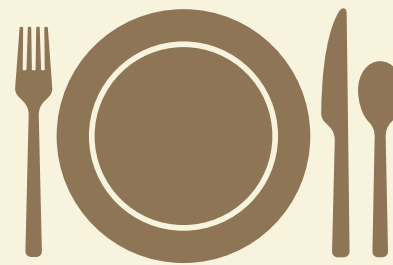
choose the style



pick the method



explore the result



eat



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Any Questions?