

**June 5, 2016**

**What Is The “Best Bite?” – Part 1 of 3**

The human sensory abilities for taste are sweet, bitter, sour and salt. Every meal (or so we hope) is mindful of these four taste sensations, and through a blend of foods, spices and your own secret ingredient – all combined to create a taste that pleases, satisfies and ideally wants more. This is nothing new. Even if you didn’t know the 4 taste sensations or have any inkling about food chemistry and what plus what equals good chemically speaking – we all know that this and that together taste ok, or great. Peanut butter and jelly. Peanut butter and chocolate. Corn on the cob and butter. These are among the simplest of examples. You may be surprised at how much money, time and effort goes into recipe testing, not to mention the development of a new food product (especially when aimed at the masses and not just the elite palate). And many times, after countless hours, tons of cash and the “best” tasters in the world – the “new” and can’t live without food item is a complete and utter flop. It happens routinely. New Coke in the late 80’s was akin to this, but at least in the author of this blog mind – that was a marketing strategy which was sheer brilliance – a story for another day. (For those of you still scratching your head about New Coke – it was a complete failure in the consumer’s mind – but it did provide for a complete run-on-Coke, wiping inventory clean coast-to-coast, and then Coke executives “bowed” to the consumer and returned to the original formula – brilliant – nothing short). New Coke was not what we came to talk about today. Taste is the topic. Taste is as unique as snowflakes. Two people, same dish – one hates, one loves. Happens daily, and that’s ok – even good. The blog topic is about “The Best Bite”, and now that we’ve set some of the foundation, next week we’ll chomp down on the real meat of this subject.

