

## Taste and Flavors

### *What You Like and Don't Like?*

Think about basic tastes, levels of intensity, different flavors, senses of touch, temperature, and smell, we conclude that there are an enormous number of different possible flavors. Actually, what we like and how we feel about flavors grows without knowing why or how it's happening.

Believe it or not, what you like or don't like is surprisingly malleable. Just the idea red food coloring adds a flavor component to food can influence a food selection you make. Let's consider a rich chocolate cake or red velvet cake. Which one would you pick? Flavors that tie into a happy past experience create familiar flavors and positive reactions, like a holiday or family sharing picnics. Unfamiliar flavors have no particular feelings connected about them.

For More Information about flavors and taste See:

<https://www.smithsonianmag.com/science-nature/why-you-like-what-you-like-73470150/?all>

<https://www.ncbi.nlm.nih.gov/books/NBK279408/>

<https://io9.gizmodo.com/what-makes-sugar-and-salt-so-delicious-together-1431126574>