

At MarketPlace,
we understand how crucial flavor is
to the human experience, to the very
fundamentals of how we operate
and connect with each other.
We understand it, we appreciate it,
and we want to help you do it
better than ever.

We want to help you
spread the flavor.

Get in touch to find out how.



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MAKE FLAVOR MEMORABLE





THE BEGINNING

From the beginning our lives are infused with flavor.

Studies have shown that our sense of taste develops while we're still in the womb, when we begin to detect the flavors in the foods our mothers eat.



From that moment on, flavor begins to touch our lives, to define our experiences, to both connect us and mark us as individuals.

FLAVOR FACTS

Not only do you develop your sense of taste in the womb, you can actually inherit some of your mother's flavor preferences in the process!



VARIETY

Variety may be the spice of life, but it's **flavor** that creates that variety, that defines the difference between *eating* and *tasting*.

It's important to note that flavor isn't *just* taste, though. Flavor is a mix of all of the senses — the sight of a familiar treat or an enticing new dish, the aroma that sets our mouths watering, the texture of a bite spreading across our tongues, even the sounds of snaps and crunches as we chew.

CONNECTIONS

But flavor extends even beyond our core senses. It evokes emotions, recollections, connections: flavor isn't *like* memory—it *is* memory, each taste holding the potential to bring forth people, places, feelings, and events.



The average life of a taste bud is 10 days, but they constantly regenerate, which is why we're able to continually taste flavors vividly and consistently.



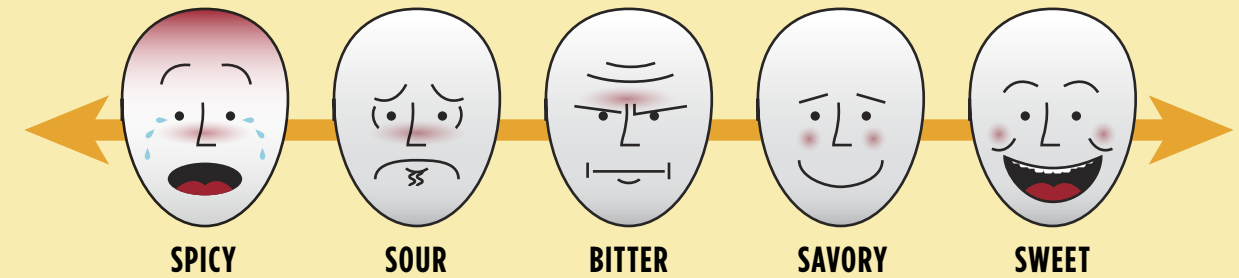
GOOD & BAD



Like memories, there are good
and bad flavors — high and low, sweet and sour.

Some we'll always remember, and some we'd rather forget.

FLAVOR MOODS



FLAVOR FACTS

Our sense of taste developed over time to help us find those foods that better satisfy nutritional needs and to avoid those foods that might cause health problems:

Sweetness: Carbohydrates

Sourness: Acidity

Bitterness: Toxins

Saltiness: Minerals

Umami: Proteins

It's even thought that people enjoy spices because of the antimicrobial benefits they offer!





MEMORY

And, like memory, flavor is both completely universal and highly personal. Everyone needs flavor, but each of us has our own preferences within those needs. We all know what apple pie should taste like, but only *you* know exactly what made your grandma's apple pie so special.

In the end, it's not just flavor, and it's not just memory—the two join together to create some of our most powerful experiences. Every period of time, long or short, has flavors associated with it—holidays, major milestones, seasons, and the small moments that may have seemed insignificant at the time. The flavors we enjoy during these times create memories, and those same flavors can bring the memories rushing back, even years down the line.



FLAVORS OF LIFE

Consider all the flavors that make up your life — and all the times and places they take you back to. Something as simple as a slice of cake can bring out your 8th birthday and your wedding day, both at the same time. A Popsicle can make it feel like July in the dead of winter. That dish you had on your first date can remind you all over again why you fell in love with your spouse.

When's the last time you wallowed in a pint of ice cream because of a bad day or a bad breakup? Do you still eat chicken soup to make yourself feel better when you've got a cold? Even at low points, flavor is there to soothe you, to comfort you, to remind you of better, happier times.



A study estimates that, despite the thousands and thousands of recipes in the world, we haven't even covered a billionth of the possibilities.



EVER-PRESENT



**BUT IT'S NOT THAT
SIMPLE, IS IT?**

Flavor is so ever-present, so all-pervading, so strong and so obvious, that most people hardly take the time to consider it. They take it for granted that flavor will always be there and that it will always be good and safe and comforting and inspiring.



CREATORS

As creators of flavors, you're not only helping to maintain and invoke past memories, you're also working to build and shape new ones.

GUARDIANS

You're a *guardian* of flavor, ensuring that the strawberry ice cream we enjoyed as children tastes just the same as we remember it and brings back the same flood of feelings and memories.

AMBASSADORS

But you're also an *ambassador* of flavor, shaping the future with new ideas, new perspectives, new flavors—and with them, new experiences and new memories.

EVOLUTION

Flavors can be eternal, but they're also constantly changing and evolving, added to and modified, tweaked and rejiggered. Tastes change, and flavors respond. Where was pomegranate 10 years ago? Where was açai? Now they're everywhere.

FLAVOR FACTS

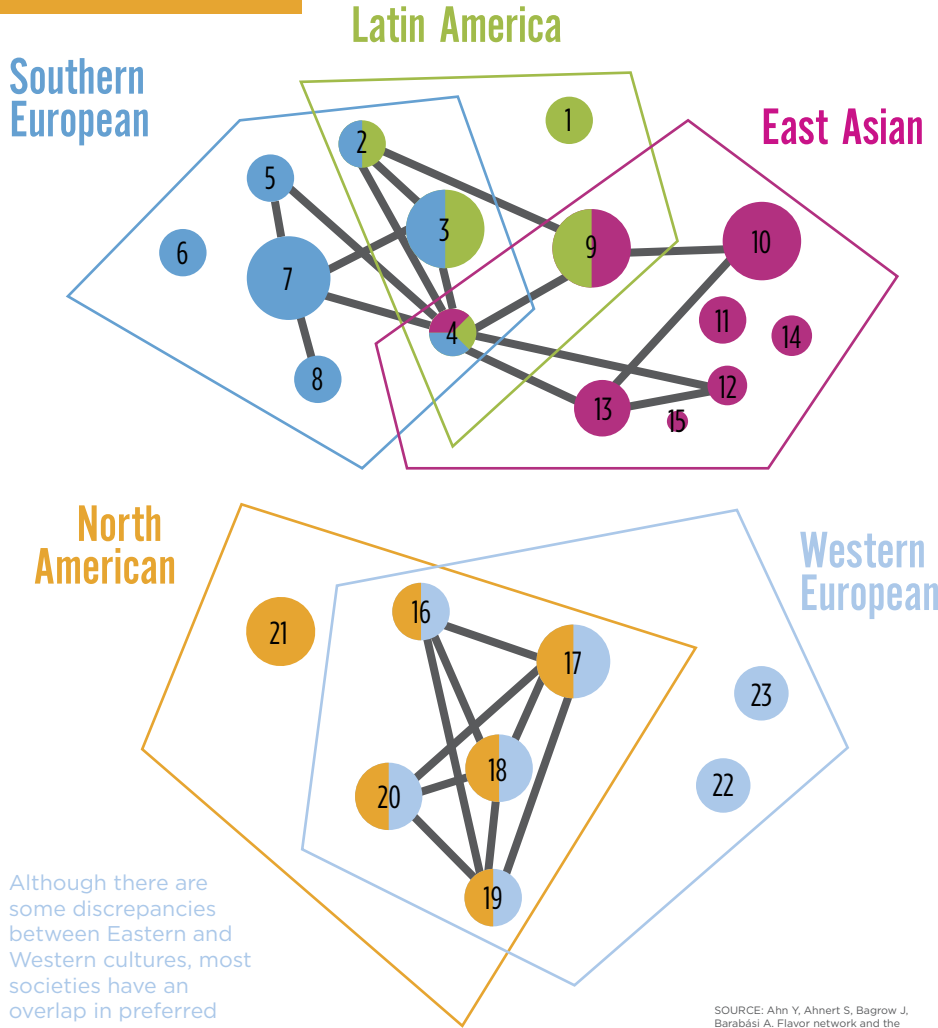
The average adult has between 2,000 and 10,000 taste buds.

People with >10,000 taste buds are known as supertasters, which isn't as fun as it sounds; many foods can seem intolerably strong, their flavors too sweet or too bitter to handle.

GLOBAL

Flavor is universal, but it's not always global. One culture's delicacy can be another's taboo. But, in an increasingly smaller, closer, and more interconnected planet, the state of flavor is changing. Individual tastes are growing more diverse and yet more similar, and people are looking for what's next.

You have the opportunity to establish what's next, to lead us through the continually changing landscape of flavor.



Although there are some discrepancies between Eastern and Western cultures, most societies have an overlap in preferred flavors and ingredients.

SOURCE: Ahn Y, Ahnert S, Bagrow J, Barabási A. Flavor network and the principles of food pairing. *Sci. Rep.* December 2011.

- 1. corn
- 2. onion
- 3. tomato
- 4. garlic
- 5. basil
- 6. parmesan cheese
- 7. olive oil
- 8. macaroni
- 9. cayenne
- 10. scallion
- 11. soybean
- 12. sesame oil
- 13. soy sauce
- 14. rice
- 15. ginger
- 16. milk
- 17. wheat
- 18. butter
- 19. egg
- 20. vanilla
- 21. cane molasses
- 22. thyme
- 23. cream

FLAVOR FACTS

EMERGING FLAVORS:

Sweet	Savory
<i>Eucalyptus</i>	<i>Absinthe</i>
<i>Lúcuma Fruit</i>	<i>Cayenne Pepper</i>
<i>Mint Citrus</i>	<i>Black Garlic</i>
<i>Peach Rosemary</i>	<i>Calamansi Lime</i>
<i>Plum</i>	<i>Coriander</i>
<i>Red Velvet</i>	<i>Demi-Glace</i>
<i>Roasted Coconut</i>	<i>Kimchi</i>
<i>Salty Caramel</i>	<i>Paneer Cheese</i>
<i>Strawberry Jasmine</i>	<i>Pink Peppercorn</i>
<i>Taro</i>	<i>Rose Water</i>
<i>White Sesame</i>	<i>Satsuma Oranges</i>
<i>Yumberry</i>	<i>White Truffle Oil</i>

Flavor creation is a unique form of leadership that requires deliberation and instinct, consistency and creativity, artistry and technology. Working behind the scenes to create the flavors people love, introducing new flavor trends and opportunities, and providing guidance and direction ... even if people aren't always aware of it.



**AND NEITHER
DO WE.**

Flavor is one of society's most important links. A link to the past.
A link to each other. A link to what's next. A link that you're responsible for, and a link you control. It's an important duty, rare and almost magical, and one you don't take lightly.