

Module 9: "Color stimuli"

Lecture 25: "Color & Appetite"

The Lecture Contains:

- ☰ Color and Appetite Relationship
- ☰ Indian food color & Appetite
- ☰ Conclusion

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Color and Appetite Relationship



Plates4 Blue Color in Food

The above food has added blue colors (Plate4) that may affect the appetite. Blue food is not commonly found in nature. Rarely we find blue vegetables and fruits (berry), no blue meats (blue-burger, well-done please), and a few blue-purple potatoes from remote spots on the globe. It is not are to have such food. Ancient period blue color in food signified poisonous. People would naturally avoid take blue color food.

Mr. Gary *Blumenthal*, a food professional explains the relationship between food color and appetite, "Color and the appeal of various foods are also closely related. Just the sight of food fires neurons in the hypothalamus. Subjects presented food to eat in the dark reported a critically missing element for enjoying any cuisine: the appearance of food. For the sighted, the eyes are the first place that must be convinced before a food is even tried. This means that some food products fail in the marketplace not because of bad taste, texture, or smell but because the consumer never got that far. Colors are significant and almost universally it is difficult to get a consumer to try a blue-colored food -- though more are being marketed for children these days. Greens, browns, reds, and several other colors are more generally acceptable, though they can vary by culture. The Japanese are renowned for their elaborate use of food colourings, some that would have difficulty getting approval by the Food and Drug Administration in the United States." *International Food Strategies*

(Ref. <http://www.colormatters.com/color-and-the-body/color-and-appetite-matters> ; June 8, 2012)

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"According to color Professor [J.L. Morton](#), when our earliest ancestors were foraging for food, blue, purple and black were "color warning signs" of potentially lethal food. Food researchers agree—when humans searched for food, they learned to avoid toxic or spoiled objects, which were often blue, black, or purple (berries, eggplant, etc, aside). When food dyed blue is served to study subjects, they lose their appetite. Personally, I've always found blue food too creepy, but I always assumed it was because of the dye—I guess there's more to it." (Ref. <http://www.care2.com/greenliving/how-color-affects-your-appetite.html> ; June 8, 2012)

(Read more: <http://www.care2.com/greenliving/how-color-affects-your-appetite.html#ixzz1xB4NbzaX> ; June 8, 2012)

Hence, perceiving food and color along with the aroma reacts to our neurons that triggers to our taste buds and the chemical reactions in our mouth/ body to preparing for the food. The eating is much later and the process of eating through visual and olfactory stars first.

Following is a case study of our perception and taste when we actually see and recognize the food and confused if not known to us-



Plate5 Food Color and Recognizing the taste

(Ref. <http://www.care2.com/greenliving/how-color-affects-your-appetite.html?page=3> ; June 8, 2012)

"There were a number of studies performed at the University of Washington on how the perception of taste is effected by color. They conclude that people learn and become familiar with specific combinations of colors and tastes. These learned associations may alter our perceptions and create expectations about how a food should smell and taste. In one study subjects tasted drinks and were able to see the "correct" colors of the drinks, they were always able to identify the taste of the drink correctly.

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However, when they could not see the color of the drink, they made mistakes. For example, 70 percent of the people who tasted the grape-drink, said it was grape. However, 15 percent of the people thought it was lemon-lime. Only 30 percent of the people who tasted the cherry drink thought it was cherry. Most people thought the cherry drink was lemon-lime."

(Read more: <http://www.care2.com/greenliving/how-color-affects-yourappetite.html#ixzz1xB7ETSUe> ; June 8, 2012)

It is indeed an interesting study that proves that the association of recognized food color and unknown color could confuse people. On the otherhand red-yellow color always increases our appetite. Commonly red-yellow color is applied in food to harmonize with our body chemistry that prepares our body before eating. It helps to digest better when one eats in the right environment.

Red-orange colors are preferred inside the restaurant because of the following- "While blue is considered an appetite-suppressing color, researchers often point to warm colors as appetite-stimulating. According to the Rohm and Haas Paint Quality Institute, red is a powerful color that increases blood pressure and heart rate. It often produces feelings of intimacy, energy, passion and sexuality. It also stimulates the appetite—it is often used in restaurants and is an excellent choice for dining rooms in the home. Yellow is also an appetite-stimulating color as is associated with energy and happiness...This is why many designers recommend warm colors for home kitchens and restaurants—not only does it increase the appetite, but it has been shown to increase the speed at which people eat. Blue is rarely recommended: it slows us down and makes us want to go to sleep."

Read more: <http://www.care2.com/greenliving/how-color-affects-yourappetite.html#ixzz1xB8EyjRQ>; June 8, 2012)

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Following some of choice of Indian Food Colors



Alu gobi



Biryani



Jalebi-lassi



Turmeric-rice

Idli-vara
Plate6 Indian Cuisines

Tandoori Chicken

The above varieties of food give glimpse of Indian cuisines. The foods are rich with dominant red-orange-yellow colors. Each food plate is served with special ethnic touch of garnishing. The color dominates all the food items irrespective of Vegetarian or Non-vegetarian dish. The color shows the dominance of spices that connects to the aroma of the ethnic speciality.

Conclusion

There are thousands of examples where we associate the preferable color in food to enjoy while eating. Human beings not only eat through mouth but also eat through eyes. The body starts secretion of chemicals the moment we see the food. Therefore, color remains one of the most effective components in food preparations.

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