

Module 9: "Color stimuli"

Lecture 24: "Effect of Color in Food & Beverage"

The Lecture Contains:

- Effect of Color in Food & Beverage, association with taste of food

◀ Previous Next ▶

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Effect of Color in Food & Beverage



Plate1 Deep-pink Strawberry

Introduction

The delicacy of ethnic food is appreciated around the world. And the color of food is an integral part of every culture and enjoyment of life. Nobody can deny the taste of the deep-pink strawberry on ice-cream in a hot summer day or mouth-watering sweets during the Diwali or Durga Puja festivals.

Even early civilizations such as the Romans recognized that people "eat with their eyes" as well as their palates. Indian subcontinent has long tradition of rich spices in various food preparations. The aroma of spices and natural colors in food adds to the appetite of millions. Saffron and other spices were often used to provide a rich yellow color to various foods. Butter has been colored yellow as far back as the 1300's. Traditionally Indian sub-continent is rich in producing species of various types for adding color, taste and smell.

(Read more <http://homecooking.about.com/od/foodhistory/a/foodcolorhisty.htm> ; June 8, 2012

<http://voices.yahoo.com/how-food-color-affects-taste-1862560.html> ; June 8, 2012

http://www.allposters.com/-st/Food-Beverage-Color-Photography-Posters_c52119_.htm ; June 8, 2012)

◀ Previous Next ▶

Module 9: "Color stimuli"

Lecture 24: "Effect of Color in Food & Beverage"



Plate2. Michael Rubenstein for the Wall Street Journal

(Garnet red is a prominent hue at the Darby, a high-end supper club on 14th Street between Seventh and Eighth avenues.

Ref. [http://www.google.co.in/search?](http://www.google.co.in/search?hl=en&biw=1354&bih=561&q=color+in+restaurant+design&bav=on.2.or.r_gc.r_pw.r_qf.cf.osb&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=7YrRT6z4H8mUiAe2qY2UAw)

[hl=en&biw=1354&bih=561&q=color+in+restaurant+design&bav=on.2.or.r_gc.r_pw.r_qf.cf.osb&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=7YrRT6z4H8mUiAe2qY2UAw](http://www.google.co.in/search?hl=en&biw=1354&bih=561&q=color+in+restaurant+design&bav=on.2.or.r_gc.r_pw.r_qf.cf.osb&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=7YrRT6z4H8mUiAe2qY2UAw) ; June 8, 2012)

The interior of the restaurant is flooded with the red color (Plate2) which the healthy environment for the appetite. According to a Wall Street Journal, New York "We're aware of some of the psychological features of red," said Kristina O'Neal, a principal at AvroKO, a design firm. "We have always heard that the most successful restaurants or the top-grossing restaurants feature red in the main dining room. We don't know what's urban myth or fact."

Psychological 'Red' is more popular inside the restaurant- and it's found that the red color environment making people hungry. This hot color psychologically stimulates the appetite and its gracing restaurants all over town, the above picture of the restaurant certainly would make most people hungry.

The decor of an eating place is highly affected by the color inside. Unknowingly in our subconscious there are certain food colors that appeal to us and a few that don't. They affect our appetite and our mood, and it all comes down to psychology and where the colors occur in nature. Here's a breakdown of some of the most popular – and unpopular – colors when it comes to eating.

(<http://online.wsj.com/article/SB10001424052748704415104576065993393296616.html>) March 27, 2012

The appetite and the healthy effect on humans are strongly depending on color and smell. Psychological and physiologically our digestive system start working the moment we see the food (color). The olfactory system entices further helps us to attract towards the food. The color of food is extremely important which communicates through our visionary.

Today all food color additives are carefully regulated by federal authorities to ensure that foods are safe to eat and accurately labelled. This brochure provides helpful background information about color additives, why they are used in foods, and regulations governing their safe use in the food supply.

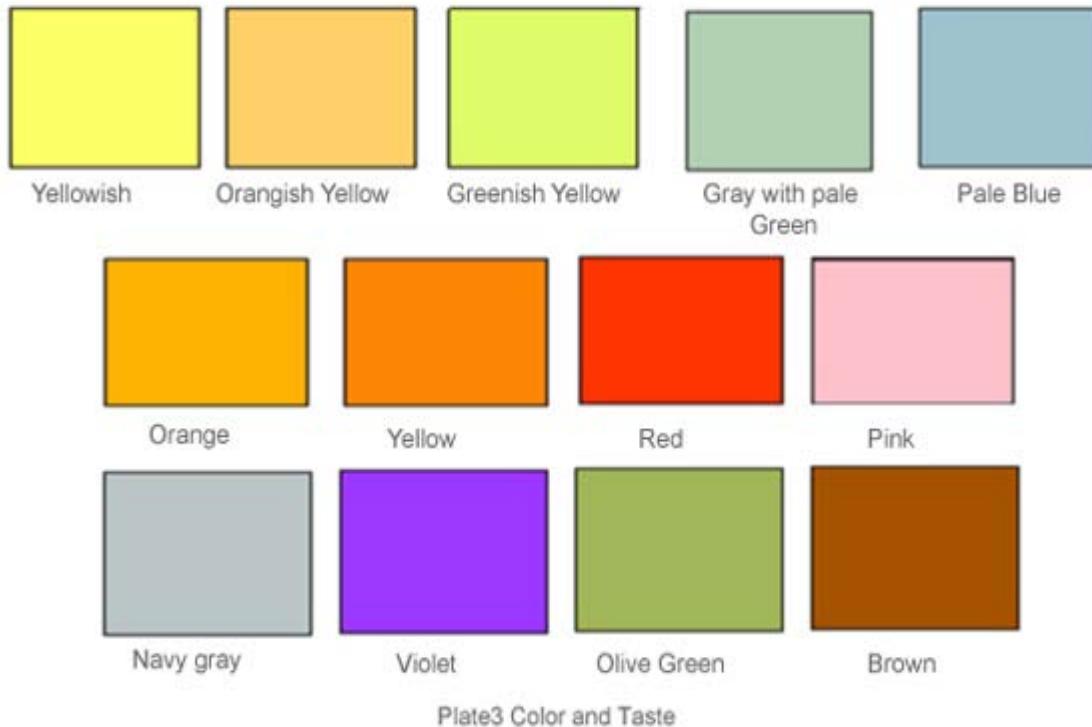
Perceiving color is just the way we perceive taste. When we eat, our taste buds sense four attributes: sweet, salty, sour and bitter. Colors are similarly closely related to the feeling of taste. When one feels sweetish it naturally tries to relate to red to pinkish color hues. Similarly greenish or brownish color relates to bitter taste.

Module 9: "Color stimuli"

Lecture 24: "Effect of Color in Food & Beverage"

The hues that have bearing on the association with taste of food


- Acid yellowish, orangish-yellow, greenish-yellow
- Salted gray with pale green / pale blue
- Sweet orange, yellow to red
- Sweetish pink
- Bitter navy gray, brown, olive green, violet
- In general warm colors create sensation of sweet and cool colors of bitter.





Color and the appeal of various foods are also closely related too. Imagine the food is presented in the dark would be missing a critical element for enjoying any cuisine: the appearance of food. The very sight of food reacts to our metabolism. Perceiving food is an essential process during eating that reacts to our body. Colors are significant and almost universally related to food and color. It is difficult to get a consumer to try a blue-colored food (because naturally there are only few blue colored fruits or vegetables and people instinctively don't accept it as a tasty one) Greens, browns, reds, and several other colors are more generally acceptable, though they can vary by culture. Many restaurants use those colors in their interior.


Module 9: "Color stimuli"


Lecture 24: "Effect of Color in Food & Beverage"


 Red is an appetite stimulant. There are plenty of red foods, from tomatoes, to strawberries and red peppers. Red also stimulates conversation, so it's no surprise restaurants want to incorporate it into their color scheme. You'll eat a lot and enjoy your conversation.

 Orange is associated with need and hunger. Oranges, carrots and salmon come to mind. Orange is commonly used in restaurants as well, because like red it stimulates hunger, and restaurants want you to eat.

 Yellow is a sociable color. Lighting can adversely affect the yellow, so be careful how bright you go with it. Bright yellows are used liberally in fast food restaurants – think McDonald's. I wonder if they want you to focus more on talking and less on what you're eating.

 Beige and Brown are earthy tones that create a calming atmosphere without suppressing appetites. Deep browns, dark woods for example, can make a room feel luxurious. These are also some of the most common colors in the foods we eat, apart from red and green, and it makes sense. Think meat, bread, and beans – protein and carbohydrates are important to our diets. Do you think deep browns feel luxurious, because it reminds you of a nice steak?

 Green is a soothing color that aids digestion. It is also known to help you focus. Perhaps if you eat your vegetables, you'll feel relaxed and get more done. Restaurants can use green in their décor to create a soothing ambiance, setting them apart from a stimulating restaurant done in red or orange.

 Blue is known to be a calming color, and a favourite of many. But when it comes to food, it isn't as popular. Blue acts as an appetite suppressant. If you want to eat less, try putting a blue light in your refrigerator or eating from a blue plate. How many blue foods can you think of that occur in nature? Blueberries are the only thing that comes to mind.

(Ref. <http://blog.restauranters.com/2011/01/30/the-psychology-of-food-and-hunger/> ; June 8, 2012)

◀ Previous Next ▶