

DAVID
RUSSELL ON ...

Does Your Appetite Have An Accent?



The North South divide has just got even more complicated. Fascinating new research has revealed that it is not just the way we speak but the way we eat that is affected by where we live. The old clichés exist that the Scots live on porridge and haggis whilst Cornish folk munch on pasties daily, but these findings go far beyond regional stereotypes, proving that different areas have distinct ‘taste dialects.’

The research, conducted by food psychologist Greg Tucker and Professor Andy Taylor of the University of Nottingham’s Flavour Research Group, examined the link between the flavour of a food and how we sense that food upon eating it. The analysis encompassed studies from the psychological and sensory to the physical and chemical, even using brain imaging techniques.

Professor Taylor commented: “Taste is determined by our genetic make-up and influenced by our upbringing and experience with flavours. Just as with spoken dialects, where accent is placed on different syllables and vowel formations, people from different regions have developed enhanced sensitivities to certain taste sensation and seek foods that trigger these.” The study also revealed that regional taste preferences were linked to parts of the tongue responsible for specific senses. The back of the tongue for example is where rich, creamy flavours are sensed, as preferred by Scots.

The findings provide a valuable insight for anyone involved in food marketing. For example, Cheddar cheese and cream teas emerged as firm favourites across the board, so does that make the West Country a winner as the nation’s favourite food region?

And while it may be no surprise to learn that those in the Midlands love a curry, research has revealed that people here were bound to love a balti thanks to a regional palate which centres on soft, slightly sweet foods that can be sucked easily. The South and South East were the least well defined in terms of regional tastes, reflecting the cosmopolitan population.

For me the research holds one more contemporary piece for the menu planning jigsaw – don’t just think universal food trends, think “taste dialects.”

NATURAL BIO CUPS



Planglow’s biodegradable and compostable packaging

Planglow always strive to offer its customers the most eco-friendly products while delivering the best product solution. This is why they have been working hard to introduce a cup to the market that is 100 per cent biodegradable and compostable. The Natural Bio Cups are lined with a special food safe bio-coating, which meets the European Standard EN13432 for compostability.

Available in three sizes - eight, 12 and 16oz - the Natural Bio Cups are double walled, keeping your drink hot but your hands cool, and eliminating the need for an additional sleeve. The sturdy bio cups have a ridged surface that looks fantastic with custom print, which is available on orders over 25,000 and provides a great tool for promoting your brand.

Forming part of the rustic Natural Collection, customers can now order a complete range of biodegradable and compostable packaging that looks natural and is good for the environment. The Collection includes a 24 hour sandwich wedge, a 48 hour peel and seal wedge, baguette bag, tortilla wrap pack, multi-bag, take-away bag, large and small salad packs, two matching Natural labels and now our Natural Bio Cups!

Planglow specialise in the design and print of branded labels, food safety labels and biodegradable packaging for the catering industry. Supported by market-leading, label-printing software, Planglow offer an extensive label range and complementary products including bags, menus, cups and wedges. With an experienced creative design team, Planglow can provide a wide variety of stocked products as well as custom designed branding solutions.

To request a sample pack or to place an order go to www.planglow.com; alternatively email contactus@planglow.com or call their friendly customer service team on 0117 317 8600.