
AUDIO MARKETING TODAY



The Harmony of Food and Music: A Study of Taste and Sound

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Food and music share an evolutionary history that dates back to the origins of human culture. Both play an essential role in connecting individuals, invoking cherished memories, and building a sense of community. As such, the study of the relationship between food and music has fascinated researchers for decades. In this article, we will delve into the research and studies exploring the interactions between taste and sound, uncovering how these two essential components of human experience complement each other.

THE MULTI-SENSORY EXPERIENCE

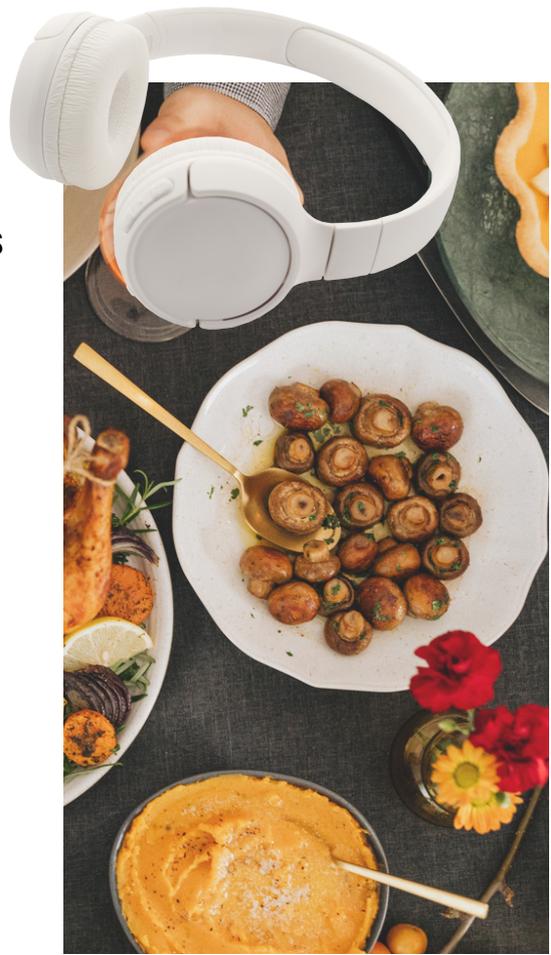
COMBINING FOOD AND MUSIC CREATES A MULTI-SENSORY EXPERIENCE WHERE OUR SENSES OF TASTE, HEARING, AND EVEN SIGHT ARE ENGAGED SIMULTANEOUSLY. THIS CONCEPT, CALLED SENSORY INTEGRATION, HAS BEEN THE SUBJECT OF NUMEROUS STUDIES INVESTIGATING THE EFFECTS OF MUSIC ON THE PERCEPTION OF FOOD AND VICE VERSA.

IN 2012, A STUDY LED BY PROFESSOR CHARLES SPENCE OF OXFORD UNIVERSITY UNCOVERED THAT CERTAIN KINDS OF MUSIC CAN ENHANCE THE FLAVOR OF FOOD. DUBBED 'SONIC SEASONING,' THIS PHENOMENON DEMONSTRATED THAT PARTICIPANTS PERCEIVED FOOD TO HAVE DIFFERENT TASTES DEPENDING ON THE BACKGROUND MUSIC. FOR INSTANCE, PARTICIPANTS FOUND FOOD TO BE SWEETER WHEN LISTENING TO HIGH-PITCH MELODIES, WHILE LOW-PITCHED SOUNDS CORRESPONDED WITH BITTER TASTES.

ANOTHER STUDY IN 2014, PUBLISHED IN THE JOURNAL APPETITE, FOUND THAT THE TEMPO AND VOLUME OF MUSIC CAN INFLUENCE THE PACING OF DINING, WITH FASTER AND LOUDER MUSIC LEADING TO QUICKER CONSUMPTION. SLOWER, SOFTER BACKGROUND MUSIC RESULTED IN DINERS TAKING THEIR TIME TO EAT, WHICH IN TURN LED TO HIGHER SATISFACTION AND ENJOYMENT OF THEIR MEALS.

CULTURAL CONNECTIONS

THE CONNECTION BETWEEN FOOD AND MUSIC EXTENDS BEYOND CREATING A MULTI-SENSORY ATMOSPHERE. THEIR INTERTWINING EVOLUTION HAS BIRTHED COUNTLESS CULTURAL ASSOCIATIONS, EXPLORING THE MANNER IN WHICH MUSIC AND FOOD REFLECT AND EMBODY CULTURAL IDENTITIES.



IN 2016, A STUDY PUBLISHED IN FRONTIERS IN PSYCHOLOGY INVESTIGATED THE USE OF MUSICAL INSTRUMENTS AND SONGS AMONG THE TZOTZIL MAYA OF SOUTHERN MEXICO TO EVOKE THE FLAVORS OF PARTICULAR FOODS. THE RESEARCHERS FOUND THAT SPECIFIC SONGS ELICIT THE TASTE OF CORN OR THE SMELL OF SQUASH FLOWERS, RESULTING IN A FASCINATING EXPLORATION OF THE RELATIONSHIPS BETWEEN TASTE, SMELL, AND SOUND.



A SIMILAR STUDY IN 2017 EXAMINED THE RELATIONSHIP BETWEEN FOOD AND MUSIC AT THE UNIVERSITY OF CALIFORNIA, USING THE EXAMPLE OF TURKISH AND MOROCCAN CUISINES. THE RESEARCHERS IDENTIFIED THAT MUSIC PLAYED A SIGNIFICANT ROLE IN ESTABLISHING A SENSE OF CULTURAL BELONGING AND NATIONAL IDENTITY, SERVING AS AN INDISPENSABLE COMPONENT OF THE OVERALL DINING EXPERIENCE.

THERAPEUTIC APPLICATIONS

GIVEN THE STRONG EMOTIONAL CONNECTIONS FORMING AROUND FOOD AND MUSIC, RESEARCHERS HAVE ALSO INVESTIGATED POTENTIAL THERAPEUTIC APPLICATIONS FOR THESE RELATIONSHIPS. A 2019 STUDY IN THE BRITISH JOURNAL OF PSYCHIATRY EXPLORED THE USE OF 'GUSTATORY STIMULATION' (THE EXPOSURE OF TASTE SENSATIONS) IN CONJUNCTION WITH MUSIC TO EVOKE POSITIVE EMOTIONS IN INDIVIDUALS EXPERIENCING MENTAL HEALTH DIFFICULTIES. THE RESEARCHERS FOUND THAT COMBINING FAVORED TASTES AND MUSIC INCREASED HAPPINESS AND REDUCED STRESS AND ANXIETY, SHOWCASING THE POTENTIAL FOR PERSONALIZED MULTI-SENSORY THERAPIES.

FROM AFFECTING TASTE PERCEPTIONS TO NOURISHING CULTURAL CONNECTIONS AND MENTAL WELL-BEING, FOOD AND MUSIC HAVE PROVED TO BE A HARMONIOUS PAIRING THAT TRANSCENDS THE INDIVIDUAL SENSES. AS RESEARCH CONTINUES TO UNRAVEL THE DYNAMICS OF THIS CAPTIVATING INTERACTION, IT REVEALS A RICHER UNDERSTANDING OF THE HUMAN EXPERIENCE – AND ULTIMATELY, HOW TO ENHANCE OUR ENJOYMENT OF LIFE ITSELF.