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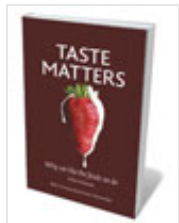
# Books in brief

*Nature* **485**, 579 (31 May 2012) doi:10.1038/485579a

Published online 30 May 2012

**Taste Matters: Why We Like the Foods We Do**

John Prescott *Reaktion Books* 224 pp. £20 (2012)



In Iceland, rotted shark is a delicacy; elsewhere, chocolate-coated marshmallows or fermented bean curd may set pulses racing. Taste is a matter of taste, says psychologist and sensory scientist John Prescott, as he delves into the science behind the pleasure-giving aspects of food. Compellingly and comprehensively, Prescott reveals the cultural, genetic and physiological differences behind gustatory preferences. From the effects of a woman's Kalamata olive habit on her unborn child to the uncoupling of flavour and nutrition, this is a top-notch scientific smorgasbord.