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.