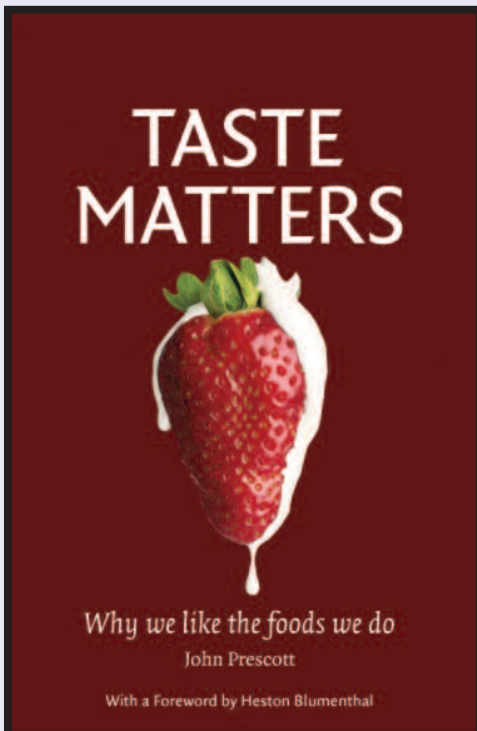


BOOK REVIEW by Graham Bell

Taste Matters



By John Prescott

www.taste-matters.org
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www.reaktionbooks.co.uk

This might be the first book on the scientific basis for understanding taste hedonics to have rated a foreword by a chef, and certainly the first to have gained the approval of world-famous personality and molecular gastronomist, Heston Blumenthal. Perhaps this is the book's great achievement: that it brings together science and the pleasure of eating, with the greatest of ease for the reader.

Prescott has had made a scientific contribution of nearly 25 years to food science, which reveal themselves in every page. Every thought and statement is backed by scholarship, experience and careful consideration. It is a book so well-crafted that it is the intellectual equivalent of several epicurean feasts.

Why do we like the foods we do? Why do some people relish morsels that others are disgusted by? How do such food preferences originate? What goes wrong when our food choices lead to extreme over- or under-weight: health problems that threaten our social relationships, our happiness and can shorten our lives? Twelve chapters, each sturdily referenced, expand on these questions and address a range of explanations and considerations.

Taste Matters is a book made available though its interesting and engaging content, its gentle writing style and reasonable price, to be accessible to the widest readership. It is highly recommended to all students of food, be it in science, technology, food service or creative food art ■