

# BIG QUESTION: Can the sound of packaging influence taste?

## EXPERIMENTAL PROCEDURE

1. **Set the scene** by telling the story.
2. The scientists at the 'Crunchy Crisp Company' would like you to explore the affect that the sound of packaging has on the eating experience. You will need to plan your own fair test investigations.
3. **ASK:** What food will you choose?
4. **ASK:** What materials and equipment will you need to design and make your packaging?
5. **ASK:** What questions will you ask your experiment participants and how will you record their responses?
6. Children can work in small groups to plan and carry out independent investigations, explaining which variables need to be controlled and why. They may wish to refer back to module 'D1. Hearing' to help with their experimental design.
7. An alternative activity could be to design food packaging that reduces eating appeal. They could have a lot of fun with this, thinking about materials and sounds that do not suit the taste or mouth-feel of the food they have chosen.
8. On completion of their investigations, groups should be given time to share their packaging designs and the results of their tests with the rest of the class. They could prepare a short presentation and talk in more detail about how the sound of packaging can have an effect on eating experience.

**SAFETY**

If taste testing is taking place, you must ensure you have up to date information relating to any food allergies children may have and take appropriate precautions.

## RESOURCES

- A range of food packaging and food products as suggested by the children

To source

- General packaging equipment such as card, scissors, sticky tape and glue

### WHAT NEXT?

Up until now, hearing has been the most forgotten of the food related senses. Changes in sounds have shown a 15% enhancement of crispness and freshness. Children could carry out their own investigations to design the content for a new mobile phone app, which will link different types of sounds with foods. Can different sounds change or enhance the enjoyment of certain foods? These investigations could create the basis for a new 'food and sound app'. Children could test their findings and record their results to be uploaded onto the Flavour SenseNation portal.