



## **BIG QUESTION:** Does the shape of food influence taste?

One of the biggest chocolate companies in the world, Champion Chocs, has been inundated with letters, emails and phone calls of complaint since changing the shape of their most famous chocolate bar. Members of the public are extremely upset that the new shape chocolate does not taste the same as before and are refusing to buy it. Scientists at the company are baffled. They can't understand what the problem is. They only changed the shape of the chocolate and not the ingredients or the recipe. Can you help?



**D**o you think that Champion Choc's problem could be linked to a crossmodal response? If so, which senses could be affecting another sense?

**TRY** two differently shaped chocolates, one rounded and one angular.

**H**ow did each chocolate taste?

**W**hich was your favourite taste?

**D**id the chocolates taste the same?

**I**f the chocolates tasted different, how did they taste different?

**W**as one chocolate sweeter than the other? If so which one?

**W**hich chocolate melted more quickly in your mouth?

