

We live
TASTE

BARRY CALLEBAUT

**CHOCOLATE
TASTING
RITUAL**



WHAT IS THE TASTING EXPERIENCE?

TASTE AROMA MOUTHFEEL

'We don't see things as they are, we see things as we are' including our backgrounds, preferences, characters etc.

Tasting is not the same as eating. It's all about focusing and paying attention. So, tune your senses!

Human responses to properties of foods and materials are perceived through the five senses (Sight, Hearing, Smell, Taste, Touch). Sensory evaluation is perception.

There is no right and no wrong.

Enhancing the common ground will help to have a meaningful discussion. Subjective differences will make this discussion interesting!

Using your five senses, become a passionate chocolate lover, discover more and share your experiences.



USE ALL
YOUR
SENSES!

Step 1

LOOK

Color

Put the chocolate against a **well lit white paper**/table cloth to look at its appearance.



Step 2 TOUCH

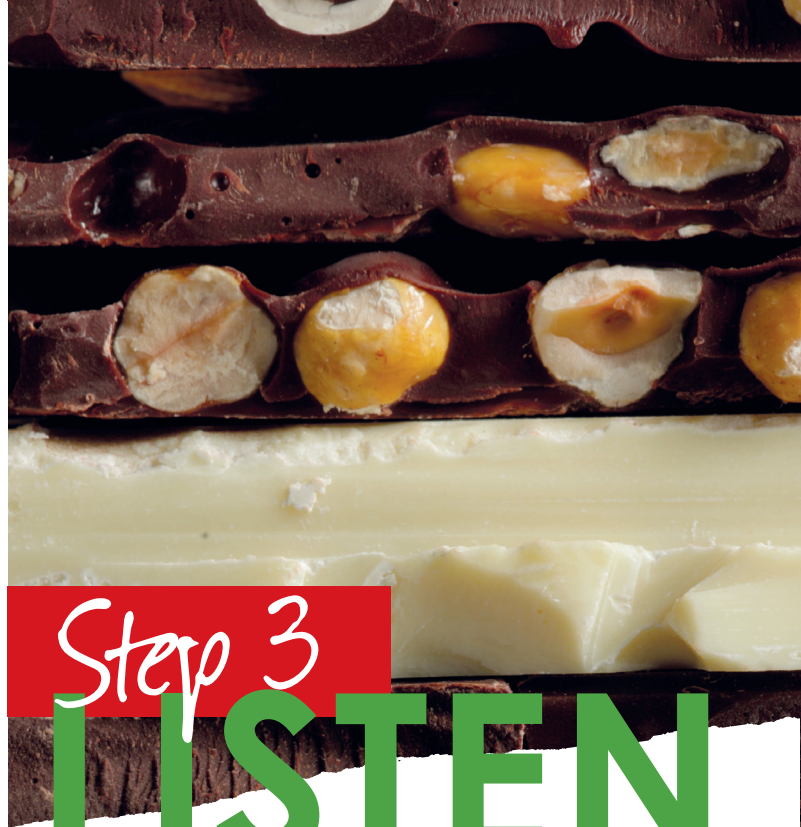
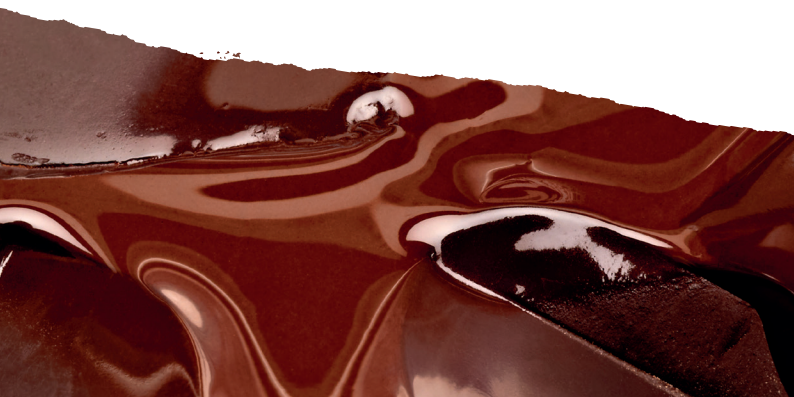
Finger-sensitivity • Melt-in-hand • Hardness

Close your eyes!

Press the chocolate to assess its finger-sensitivity.

Rub between your fingers for the melting rate.

Bend the chocolate to feel the resistance, and thus hardness.



Step 3 LISTEN

Snap

With your eyes still closed, bring the chocolate close to your ear and **snap it**.

Step 4 SMELL

Complexity • Intensity • Notes

Rub the chocolate.

Bring it to your nose and **cup**.

Then **sniff three times**.

In-between chocolates, smell your own body perfume to neutralize the nose.



Step 5 TASTE

Basic notes • Aromatic notes • Mouthfeel

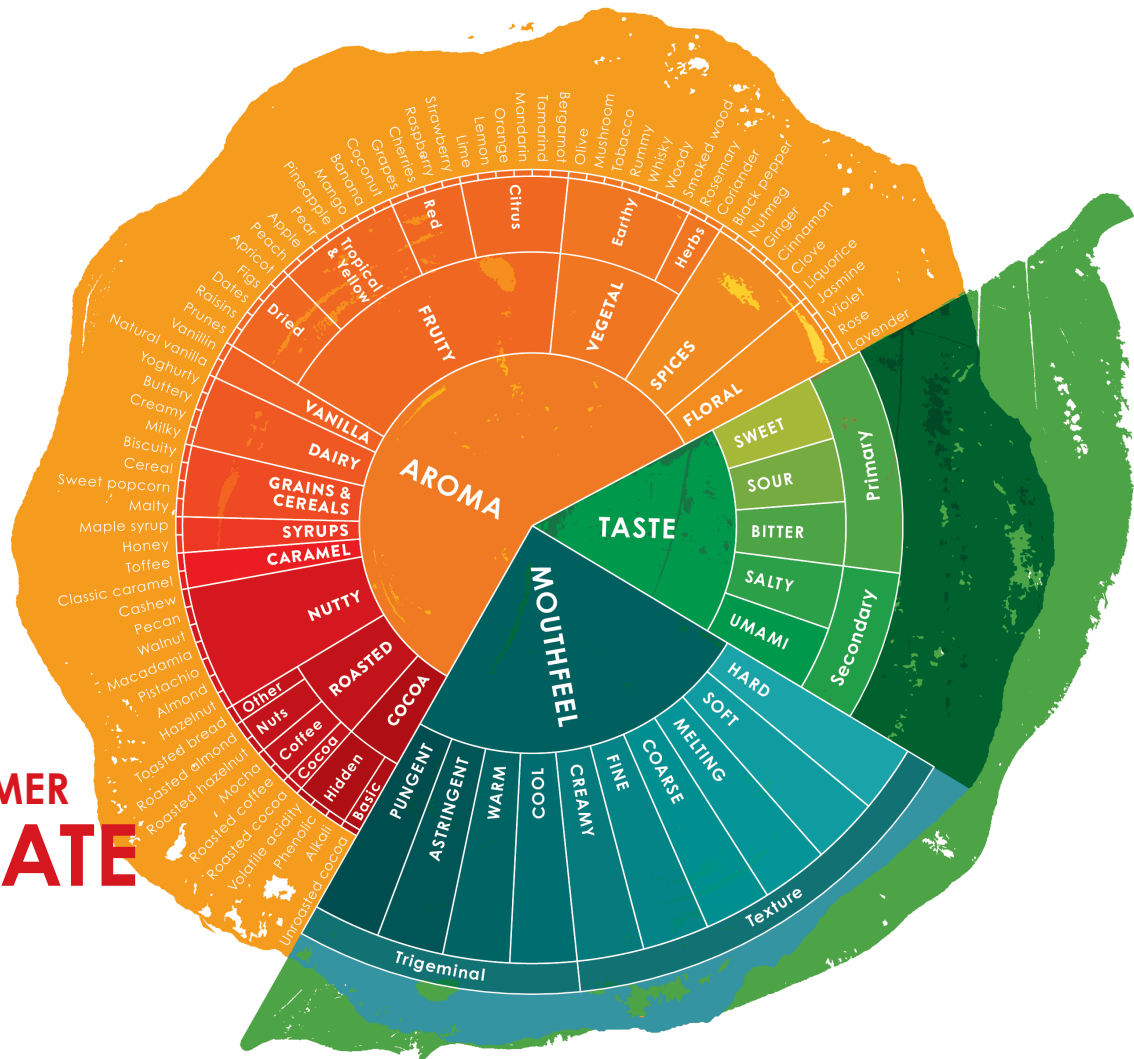
Pinch your nose: bite and let melt, feel the tastes.

Release your nose and take a deep breath: focus on the aromatic notes.

Move the chocolate against your palate, chew: explore the mouthfeel.

In-between chocolates, drink water to neutralize your palate.

THIS IS THE CONSUMER CHOCOLATE SENSORY WHEEL



Remember

TASTING

IS NOT

EATING