

CULINARY INSPIRATION

Inspiration from Around the World

Issue 03

BEYOND TASTE: Playing with perception to Delight the Senses



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WELCOME

from Bord Bia

Welcome to this edition of Culinary Inspiration, Bord Bia's magazine bringing global, high-end food and drink inspiration to Irish food and drink manufacturers.

We have collected and curated expertise from every continent to better inform our industry about the

flavours, ingredients and cooking techniques employed by leading-edge chefs and in the world's top restaurants. We hope to inspire our clients to translate these insights into *commercially successful innovations*, getting ahead of our global competitors.



Who did we speak to?

Tom Sellers

LONDON //
Founder/Chef-Patron / Restaurant Story /
Culinary Director / Restaurant Ours

Stefan Cosser

LONDON & ICELAND //
Innovator / The Fat Duck / Director and Chef /
Food Innovation Solutions

Jonathan Tam

COPENHAGEN //
Head Chef / Restaurant Relæ

Jordi Artal

BARCELONA //
Chef-Patron / Cinc Sentits

Anthony Myint

SAN FRANCISCO //
Co-Founder / Mission Chinese Food /
Commonwealth Restaurant / The Perennial

Jan Hendrik

NICE / CAPE TOWN //
Owner and Head Chef / Restaurant Jan

Filipe Rizzato

RIO DE JANEIRO //
Head Chef / Pergula, Belmond Copacabana Palace

Daniele Cason

TOKYO & BANGKOK //
Chef de Cuisine

Martha Ortiz

MEXICO CITY //
Head Chef - Owner / Dulce Patria

Gabriel McMackin

NEW YORK //
Head Chef - Owner / Finch Brooklyn

Through our research we identified 4 themes at play in the high-end culinary world. The magazine editions reflect the themes that we uncovered:

Past Issues:

Issue 01 ALL NATURAL
Constraint Breeds Creativity

Issue 02 STORYTELLING
The Personality Behind the Plate

Current Issue:

Issue 03 BEYOND TASTE
Playing with Perception to Delight
the Senses

Future Issue:

Issue 04 ADAPTIVE CUISINE
Diner-centric Dishes

How can you use these reports?

The material shared here is by no means the answer to every business question or challenge you may have; rather the insights and implications should both *inform* and *inspire* you.

So, explore Culinary Inspiration, get creative and differentiate your offer on the global stage.

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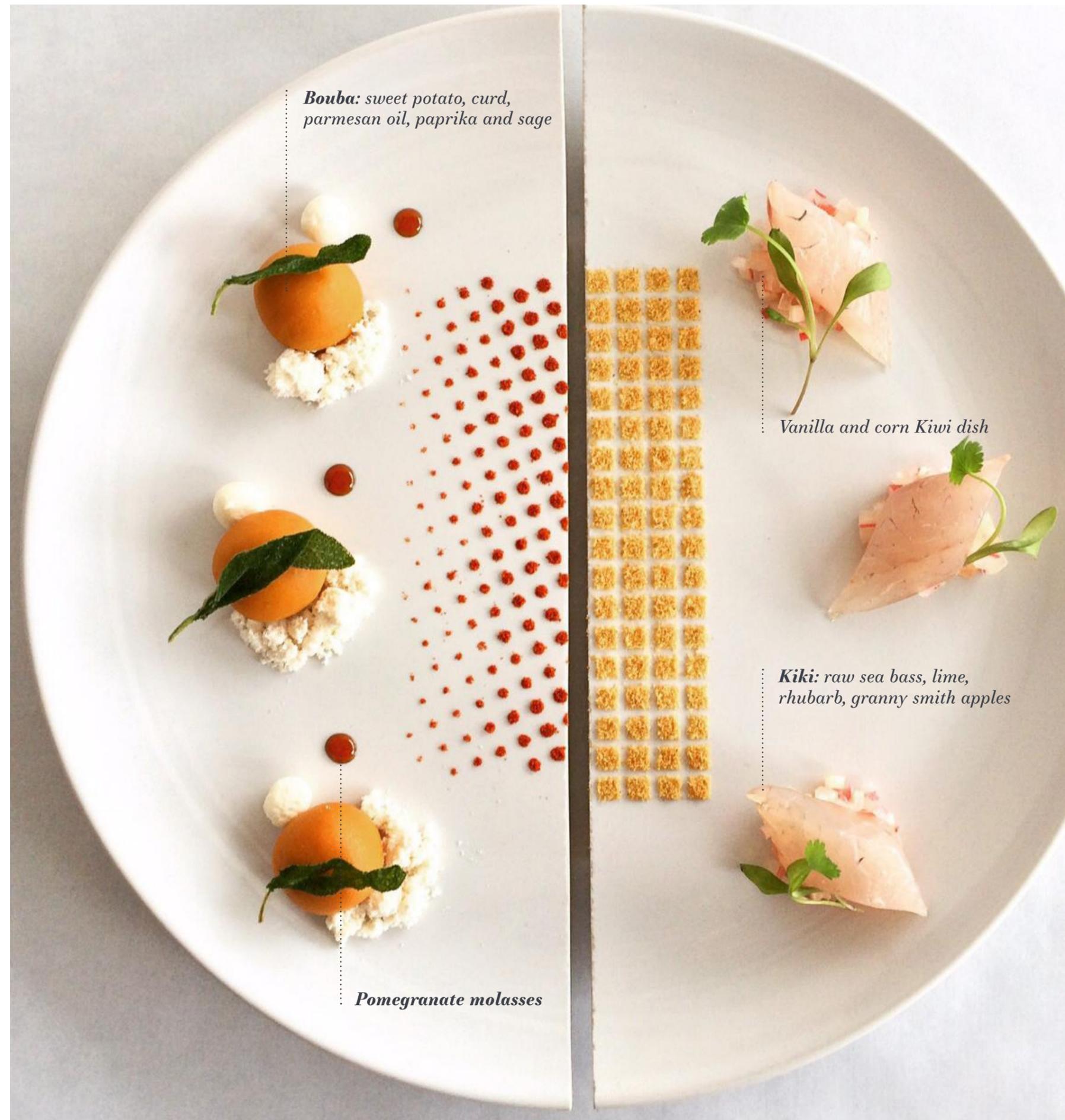
BEYOND TASTE: PLAYING WITH PERCEPTION TO DELIGHT THE SENSES

Cuisine **cannot be separated from the dining environment in which it is served.** We hear from leading-edge chefs who are embracing this **360 degree dining opportunity**, seeking to utilise the 'experience' of high-end dining to maximize diner satisfaction. Moving beyond taste to stimulating other senses, they are **creating surprising, 'share-worthy' culinary pieces** which **engage the imagination and delight the senses.** In more and more high end settings this food experience feels almost like theatre, or art.

THE THEME ON A PLATE

Bouba and Kiki – Kitchen Theory, London (England)

- The dish correlates 'Bouba' with more rounded shapes and 'Kiki' with more angular shapes, to achieve almost an **optical illusion split across two plates**.
- Each half is placed before the guest by **separate servers**.



***Bouba:** sweet potato, curd,
parmesan oil, paprika and sage*

Vanilla and corn Kiwi dish

***Kiki:** raw sea bass, lime,
rhubarb, granny smith apples*

Pomegranate molasses



“ It’s about dialling up the experience through **all your different senses**. So our project called ‘The Sound of the Sea’ was about **tapping into subconscious, sensual associations**. We discovered we can make an oyster taste 2% or 3% or 4% better, on average, by playing the right sounds, then absolutely you can add in the other senses – sight, feel. ”

Stefan Cosser Former Senior Development Chef –
The Fat Duck, Bray (UK)

IN THE WORDS OF OUR EXPERTS...

“ A long time ago I established in my head the association between **the stage** and **the kitchen**. At DSTAgE we have strengthened this idea by creating an **open kitchen** to our public... **a stage**. “Days to Smell, Taste, Amaze, Grow & Enjoy. ”

Diego Guerrero Owner –
DSTAgE, Madrid (Spain)



“ In terms of a dining experience, **I think people are looking for the multi-sensory**. Chefs are going beyond the food – thinking about sound, temperature, smell, art, culture, daylight, so many things. It is really brave ground to tread, and **it hasn’t been taken to the level it can go to yet**. ”

Tom Sellers Head Chef –
Restaurant Story, London (UK)



Right: Sucette de parmesan et cube de polenta Vertigo Geneva

Above: honey and bee by Kitchen Theory



Chambers of Flavour – London (UK)

Restaurant profile:

The world's first inter-dimensional dining experience

How is it leading 'Beyond Taste' ?

Chambers of Flavour is split into 5 designed 'chambers' which allow their guests to experience immersive 'food worlds' as they eat.



RESTAURANTS AT THE LEADING EDGE

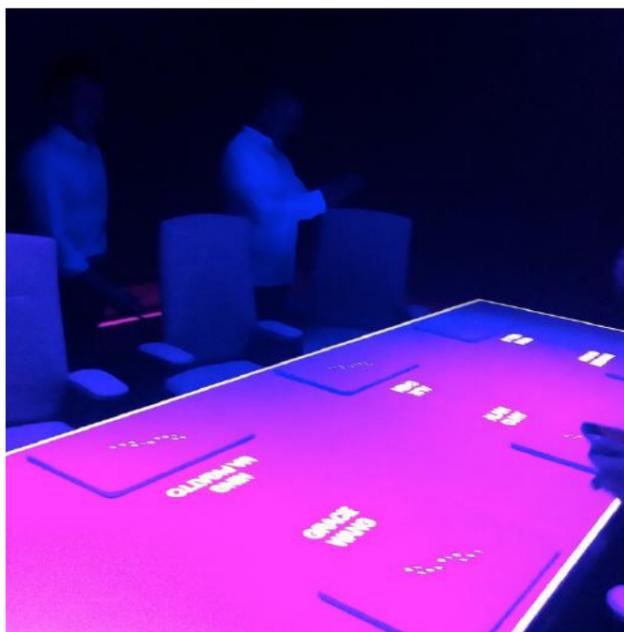
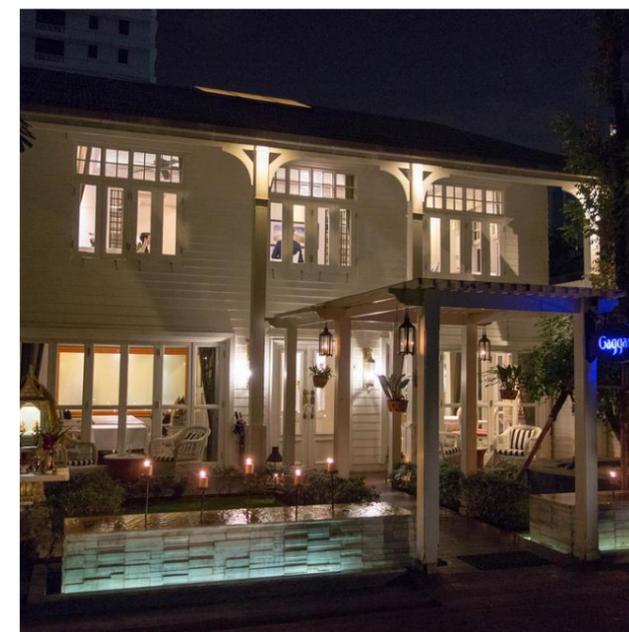
Gaggan – Bangkok (Thailand)

Restaurant profile:

Named best restaurant in Asia three times

How is it leading 'Beyond Taste'?

The restaurant injects playfulness into the menu, which consists of 25 emojis signifying 'moods'. The selection is then linked to lighting and music settings.



Ultraviolet – Shanghai (China)

Restaurant profile:

2 Michelin Stars; regularly named as Asia's Best restaurant

How is it leading 'Beyond Taste'?

Ultraviolet is the first restaurant to utilise multi-sensory technology into the dining experience, using customised scents, lights and backdrops to enhance flavour.



INSPIRATION ON THE TABLE



Edible Balloons – Alinea, Chicago (US)

- Plateless dessert – breaking down conventions of the food
- Made from **green apple taffy** and filled with **helium**
- No protocol as to how to eat it – the diner has to dive straight into the inflatable dish

Skin dishes – Brown and Bean, Plymouth (UK)

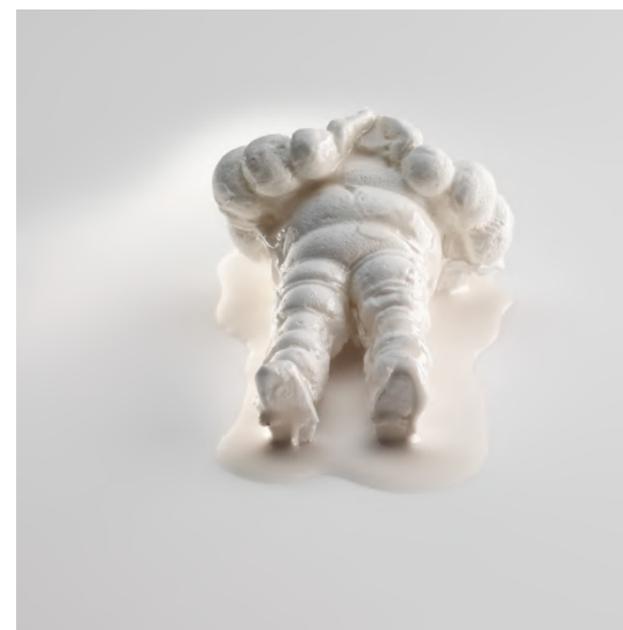
- Tactile tasting – the back of the hand is used as a plate, to heighten the ‘touch’ sense when eating
- Named ‘the greeting to your palette’ – this dish begins the dining experience
- **Salty meat** and sweet, tart **apple** kick-start the tastebuds
- A mouthful of **caramelised apple puree** is served onto the diner’s hand, topped with **crunchy and soft pork**

iPads for Plates – Quince, San Francisco (US)

- Multi-sensory engagement through iPad plates
- Their dish – “A Dog in Search of Gold” – consists of **chestnut crisps, celeriac, porcini** and **ricotta truffle**
- Served on an iPad playing a video of a dog searching for truffles



Image right: Photograph by Lou Stejskal



***Toasted soup of oxidised wine –
Mugaritz, Guipúzcoa (Spain)***

Tasting notes: sweet, tangy, sharp

Famed for constantly reimagining the limits of cuisine, Adoni Luis Aduriz's soup course is no different. Aduriz oxidises wine and serves it in a white figurine. The playful eccentricity of the dish is enhanced by the sweetness and tanginess of the oxidised alcohol.

NEW INGREDIENTS & TASTING NOTES



***Marijuana –
Sinsemil.la, New York (US)***

Tasting notes: nutty, herbal, floral

Pushing the boundaries of ingredient experimentation, Sinsemil.la is the first fine dining experience dedicated to marijuana. The marijuana varieties ranging from sweeter to nuttier are utilised to specifically balance the flavours of each dish to maximise taste experience, through a psychoactive menu.



***Nitrogenised olive oil –
Sublimotion, Sant Josep de sa Talaia (Ibiza)***

Tasting notes: bitter, fruity, rich

Paco Roncero transforms a basic cooking ingredient into something worthy of an entire course – the olive oil course. The finest quality olive oil is chilled so that it solidifies; this 'pillow' of nitrogenised olive oil, created at -196 degrees C, intensifying the bitterness of the olive taste, is pegged to a miniature washing line.



***Optimising flavour of Oysters –
The Fat Duck, Bray (UK)***

Tasting notes: salty, sharp, rich

Looking beyond simply food and ingredients, new and exciting flavours can be evoked through multi-sensory experiences. Diners experiencing the 'Sound of Sea' while eating their oysters tasted a myriad of flavours subconsciously related to seaside food experiences.

NEW FLAVOURS & TASTING NOTES



***Unexpected sweetness –
Mugaritz, Guipúzcoa (Spain)***

Taste notes: sweet, citrusy, nutty

The choice of flavour is important, but where these flavours sit within the composition of the menu can heighten their impact. The sweetness of the black fermented rice cake with koshu is all the more dramatic for its unexpected position in the menu, which has no specific dessert offer.



Edible invitations, Sublimotion, Ibiza

Tasting notes: fruity, sweet, fragrant

Sublimotion unites playfulness and culinary expertise to every element of its menu, and even beyond. The invitation to dine is a source of flavour itself, as an edible, strawberry-flavoured hors d'oeuvre.

Image top: Chou farci ouvert ©DosSantosLemone

CULINARY TECHNIQUES



Creating humour – Mugaritz, Guipúzcoa (Spain)

Mugaritz's comical interpretation of strawberries and cream – resembling a splattered, 'fumbled' dessert - reflects the emergence of culinary playfulness. Unusual cooking techniques subvert expectation, bringing humour and levity to the dining experience.



Packaging aromatic steam – Restaurant Relæ, Copenhagen (Denmark)

By cooking asparagus in a manner usually reserved for fish – in a parcel - Restaurant Relæ offer an element of surprise to their diner, playing off the assumption it is a fish dish. Furthermore, opening the parcel releases an aromatic steam creating sensorial stimulation through inhalation. It is eaten by hand, which furthers the 'multi-sensory playfulness'.



Psychoanalysing cooking – Kitchen Theory, Barnet, UK

At Kitchen Theory, Jozef Youssef pursues multi-sensory techno-emotional gastronomy, with the help of psychologists. His course of poached langoustine velouté is accompanied by his staff spraying a saffron scent around the diners, to engage senses beyond taste.



MENU OF TOMORROW

The Menu of Tomorrow is a collection of some of the breakthrough dishes, flavours, ingredients and techniques shared by our experts and reflecting our culinary theme...



MENU

Breakfast eggs 3 ways:

1. Poached bell pepper 'yolk' in béchamel sauce 'white'
2. Spiced tofu 'white' and reduced winter squash 'yolk'
3. 'Benedict' slow poached fig wrapped in Iberico ham with cashew hollandaise

Tako Su dish, of boiled octopus and okra with fresh cucumber and tomato on plum and shiso leaf jelly, served on a scene of a swimming octopus playing on one of our interactive iPad-plates

Enhanced by optimised recordings to induce relaxation. Japanese bamboo shoot, somen noodle, and mountain vegetables

After Eight: A palette cleanser of mint-infused meringues soaked in liquid nitrogen to be exhaled as steam

A blindfolded course, consumed by hand with the direction of our expert serving staff. An assiette of indulgence, with our green tea foam panna cotta.

1

How might you innovate to take into account more than one sense?

How is its taste affected by other sensory stimulus?

SPARK YOUR
IMAGINATION

3

How might you create or accentuate surprising or clashing textures?



2

How might you create subversive sweetness or saltiness in your product where it is least expected?

4

How might your product be consumed if it were not eaten off a plate, or with cutlery?

APPENDIX

Our research

Phase 1.

With London-based research partners Kantar Futures, we conducted a *culinary audit*, collecting and analysing a wide selection of *international high-end culinary sources*, from industry publications to influential individual accounts/blogs. Our range of sources include:

Foodism	Elite Traveler
Bon Appetit	Time Out
Michelin Guide	Daniel Food Diary
The Atlantic	Gourmet Magazine
The Luxury Restaurant Guide	Food & Travel Magazine
Fine Dining Lovers	Gastronomica
The World's 50 Best Restaurants	The Art of Eating
London Eater	FOUR Magazine
	Food & Wine Gazette

Phase 2.

We clustered our findings into broad themes recurrently reflected and rapidly evolving in the high-end culinary world.

Phase 3.

We tapped into our *global network of Kantar Futures analysts* to provide insights into these culinary themes across the US, Asia and Latin America.

Phase 4.

We identified ten experts leading the way in high-end food establishments, and conducted in-depth interviews

WITH THANKS TO & CONTRIBUTORS

Restaurants	Chefs
<i>Kitchen Theory</i>	<i>Diego Guerrero</i>
<i>DSTAgE</i>	<i>Stefan Cosser</i>
<i>The Fat Duck</i>	<i>Tom Sellers</i>
<i>Restaurant Story</i>	<i>Paco Roncero</i>
<i>Vertigo</i>	<i>Adoni Luis Aduriz</i>
<i>Chambers of Flavour</i>	<i>Jozef Youssef</i>
<i>Gaggan</i>	
<i>Ultraviolet</i>	
<i>Brown and Bean</i>	
<i>Alinea</i>	
<i>Quince</i>	
<i>Seinsemil.la</i>	
<i>Mugaritz</i>	
<i>Sublimotion</i>	
<i>Dos Santos Lemone</i>	
<i>Restaurant Relæ</i>	

