

The Science of Addictive Food

KEY:

<http://www.youtube.com/watch?v=4cpdb78pWl4>

1).

1. There's science behind that **crunch** .
2. The food industry is even researching the connection between **taste receptors** on your tongue and the corresponding chemical reaction in your brain.
3. Here is the process for **enhancing** cheese flavor without the cheese.
4. If they can **replicate** that chemical reaction that may happen on your tongue or an aroma, they can simulate the taste of something without it being at all real.
5. The food industry is extremely secretive, competitive and **proprietary** .
6. When they hit the perfect amounts, they call it "the **bliss** point" for sugar, "the mouth fill" for fat, "the flavor burst" for salt, - they know that their products will be **irresistible** .
7. Scientists agree that these highly **palatable** foods can be addictive.
8. it becomes **hardwired** and it's very hard to overcome.
9. Just one **spoonful** lights up the happy zones of the brain in clinical trials.
10. And what happens is then that your brain gets fooled into thinking that calories have **vanished**.
11. The **tremendous** amounts of money stand behind creating tastes and smells that feel real but in reality are completely artificial.

2).

1. According to the video, what is the goal of the food industry? **food that is simply irresistible**
2. What do food companies rely on in order to understand how to make food attractive to us? **on science**
3. How long did Michael Moss spend investigating science beyond processed food? **4 years**
4. What are the starting materials for making a cheese flavor? **proteins and fats**
5. What was the former position of Bruce Bradley? **an executive at large food companies**
6. What is his occupation now? **a writer and industry critic**
7. What is one of the reasons why he left the industry? **he felt uncomfortable and troubled by what he was doing**
8. What does Michael Moss compare the process of writing of his book to? **to a detective story**
9. What are the "three pillars" of food processing industry? **salt, sugar and fat**
10. Which word does the food industry hate? **addiction**
11. What did Francis McGlone feed the British chef as a part of BBC program? **Chili pepper**

12. Which food company did he do Neuroscience for? Unilever
13. Which other part of the body fascinates the food scientists? the mouth
14. What is a “morish” food? the food that makes you want more
15. What happens when foods have one overriding flavor? we’ll get tired of it very fast
16. How did the crackers without salt taste? awful
17. What does the food industry depend on? on your returning to the sho