



# The Secrets to Experiential Dining

**THE IMPORTANCE OF UNIQUENESS FOR DINERS**

# Where Food & The Mind come together

Born and educated in Scotland

Masters Degree in Gastronomic Tourism

Diplôme Universitaire du Goût, de la Gastronomie et des Arts de la Table from the Université de Reims Champagne-Ardenne

Fellow of the Royal Society of Arts

[www.thephilosopicalcook.com](http://www.thephilosopicalcook.com)



# What you will learn today

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- What impacts the subconscious mind for a pleasurable dining experience
- What's driving multi-sensory dining experiences
- Thoughts & examples of where it's being used



# So what's the Science Saying?

- Sensory Science
- Neurogastronomy
- Gastrophysics



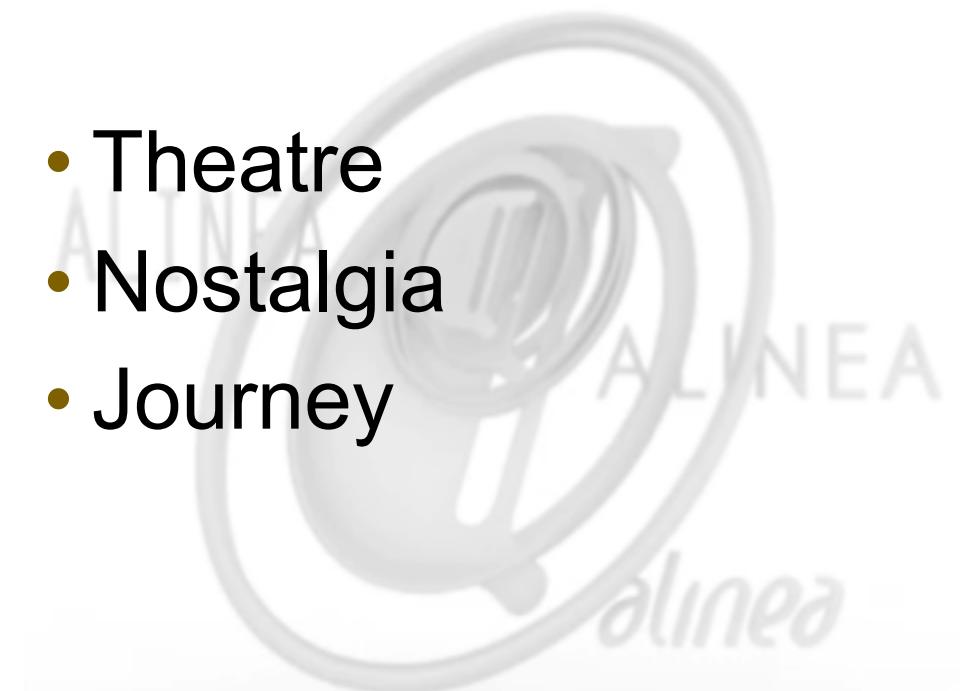
# Why Multi-sensory?

- Disruption
- Connectedness
- Uniqueness
- Enjoyment & Fun



# In The Real World

- Theatre
- Nostalgia
- Journey



# In The Real World



- Connectedness

## TASTING MENU

May 29, 2019

*King Salmon*

*Sunchokes*

*Clam*

*Maui Venison*

*Green Farro*

*Ahi*

*Lamb*

*Soursop*

*Lychee*

*The Septagon*



# In The Real World



- Out of Place
- Out of Art



# The Art & Science of Multi-Sensory Dining

Le Cordon Bleu Online Learning

# Inside Art & Science of Multi-sensory Dining

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- How food can tell a story
- Why context is so important
- What makes for a good or bad dining experience





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Questions