



LE CORDON BLEU®
ONLINE LEARNING

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.thephilosophicalcook.com



What you will learn today

- 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?

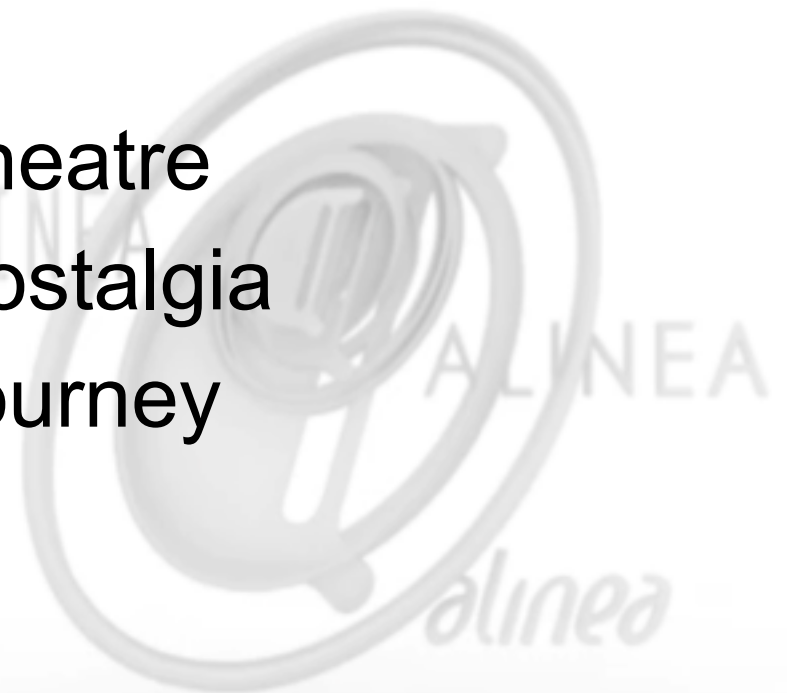
- Disruption
- Connectedness
- Uniqueness
- Enjoyment & Fun





In The Real World

- Theatre
- Nostalgia
- Journey



In The Real World



- Connectedness



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

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





LE CORDON BLEU®
ONLINE LEARNING

Questions