



HOLD YOUR NOSE

If you've ever had a bad cold, you may have noticed that your blocked nose affected your sense of taste.

There's a lot more to what we taste than what goes on in our mouth. How the food looks and especially how it smells are also big factors.

How food smells can also be a warning. Have you ever opened a loaf of bread and noticed it smelled a bit funny? Or opened the fridge to find a nasty odor coming from moldy or spoiled food?

One very simple way to test how much smell influences what you taste is to hold your nose while eating.

**STRONG TASTING FOODS SUCH AS ORANGES
OR OTHER CITRUS FRUITS**

DIFFERENT FLAVORED JELLY BEANS OR SWEETS

BLINDFOLD

HELPER

Hold your nose and try one of the foods. Does it taste like it usually does?

Now grab a helper and blindfold them. Make sure they don't have any food allergies.

Instruct them to cover their nose, then give them a jellybean. Can they tell what flavor it is?

Another way to do this is to puree the food you offer them so they can't tell what it is from the shape or texture.

SIDEBAR HEADER TK

When you eat, chemicals are released from the food that travel up your nose. It's these chemicals, in addition to your taste buds, that tell your brain about the taste.

When you have a blocked nose, the food chemicals can't reach the receptors in your nose, which is why you don't experience the full flavor of the food. So the next time you've got a cold and something doesn't taste as marvelous as it looks, blame your blocked nose!

