Contents

Contributors xii
Preface xv

1 Measuring proximal stimuli involved in flavour perception 1
ANDREW J. TAYLOR and JOANNE HORT

1.1 Factors influencing flavour perception 1
1.1.1 Perception of 'taste' and its location 1
1.1.2 Multimodal nature of flavour perception 2
1.1.3 Distal and proximal stimuli 4
1.2 Aroma 4
1.2.1 Measurement of orthonasal proximal stimuli 5
1.2.2 Measurement of retronasal proximal stimuli 6
1.2.3 Examples of differences in distal and proximal aroma stimuli 10
1.2.4 Relating proximal aroma stimuli to flavour perception 11
1.3 Taste 14
1.4 Texture 18
1.5 Colour and appearance 22
1.5.1 Colour perception 23
1.5.2 Specifying colour 24
1.5.3 Instrumental measurement of colour 27
1.6 Methods to study and quantify crossmodal interactions 29
1.7 Conclusion 34

2 The role of oral processing in flavour perception 39
JON F. PRINZ and RENE DE WIJK

2.1 Introduction 39
2.2 Anatomy of the peri-oral structures 41
2.2.1 Saliva 44
2.3 Flavour 46
2.4 Oral processing 47
2.5 Conclusion 53

3 The cellular basis of flavour perception: taste and aroma 57
NANCY E. RAWSON and XIA LI

3.1 Introduction 57
3.2 Taste and flavour 57
3.2.1 Taste buds and taste cells 58
3.2.2 Molecular mechanisms 60
3.2.3 Salt taste 60
3.2.4 Sour taste 62
3.2.5 Sweet taste 63
3.2.6 Bitter taste 64
3.2.7 Umami taste 64
3.2.8 Individual variations – polymorphisms in receptors 66
3.3 Perception of aroma 67
3.3.1 What is the 'signal'? 67
3.3.2 How is odorant information encoded? 69
3.3.3 Odour intensity and quality coding in the olfactory bulb 70
3.4 Flavour perception can be modulated: adaptation, sensitisation and crosstalk 74
3.5 Flavour perception and ageing 76
3.5.1 Anatomy and physiology 76
3.5.2 Taste 77
3.5.3 Olfaction 78
3.6 Conclusion 79

4 Structural recognition between odorants, olfactory-binding proteins and olfactory receptors – first events in odour coding 86
JEAN-CLAUDE PERNOLLET and LOÏC BRIAND

4.1 Introduction 86
4.2 Anatomy of the olfactory system 89
4.3 Olfactory-binding proteins 90
4.3.1 OBP discovery 90
4.3.2 General properties of vertebrate OBPs 91
4.3.2.1 Structural properties of OBPs 91
4.3.2.2 Comparison with insect OBPs 95
4.3.3 Experimental approaches to OBP–odorant interactions 96
4.3.4 Human OBPs 97
4.3.5 Structure of the odorant-binding pocket 98
4.3.5.1 Crystallographic observations of complexes of OBPs with odorants 99
4.3.5.2 Biochemical molecular modelling and docking investigation of hOBP 99

4.3.6 Potential role of OBPs in odour discrimination 100
4.3.7 Conclusions about OBP 102
4.3.7.1 Vertebrate OBP definition 102
4.3.7.2 Comparison of OBP numbers in vertebrates and in insects and OBP role in odorant discrimination 102
4.3.7.3 Biological role of OBPs 102
4.3.7.4 Putative roles of OBPs 103
4.3.7.5 Lipocalins potentially involved in taste 104
4.4 Olfactory receptors 104
4.4.1 Discovery of ORs as G protein–coupled receptors 104
4.4.1.1 General properties of GPCRs 105
4.4.1.2 GPCR classification 106
4.4.1.3 G proteins as transducers 108
4.4.2 Peculiar properties of ORs 110
4.4.2.1 The second external loop of ORs 110
4.4.3 Odorant recognition by ORs: structural relationships between OR and odorant 112
4.4.3.1 Experimental studies of odorant–OR interactions 112
4.4.3.2 OR functional studies reveal broad odorant selectivity 114
4.4.4 Odorant-binding site in the receptor transmembrane bundle 118
4.4.5 Conclusions on the odorant–OR structural relationships and odotope definition 120
4.4.6 OR classification and genome comparison 121
4.4.6.1 Classification of the OR gene family 121
4.4.6.2 OR nomenclature 122
4.4.6.3 Variability of ORs within the human species 123
4.4.6.4 Comparison of the OR number between man and animal and between vertebrates and insects 123
4.4.6.5 Human OR genome compared to macrosmatic animals 124
4.4.7 Other possible functions for ORs 125
4.4.8 Concluding remarks about ORs 126
4.5 Biochemical mechanisms involved in odorant capture 127
4.5.1 Interactions of OBP with OR 127
4.5.2 Signal transduction in olfactory neurons and neural impulse formation 129
4.5.2.1 Receptor activation and downstream signalling 130
4.5.2.2 OR desensitisation 130
4.5.3 Beyond the olfactory neuron 131

4.6 Conclusion 132
4.6.1 Complexity of stereochemical odorant recognition and subsequent odour coding 132
4.6.2 Taste and VNO receptors compared to ORs 134
4.6.3 Comparison of human and animal olfactory systems 135
4.6.4 Inferences from the recent knowledge about olfaction pericellular events and future progresses 136
4.6.4.1 Odotope mixture cannot be distinguished from odorant mixture 136
4.6.4.2 Human individual variability 137
4.6.5 Olfactory biosensors 138

5 Oral chemesthesis: an integral component of flavour 151
BARRY G. GREEN

5.1 Overview 151
5.2 Introduction 151
5.3 The neurophysiological basis of oral chemesthesis 152
5.4 Psychophysical characteristics 155
5.4.1 Sensation quality 155
5.4.2 Spatial factors in sensitivity and sensation quality 156
5.5 The roles of sensitisation and desensitisation in chemesthetic perception 158
5.6 Temperature and chemesthesis 161
5.7 Interactions with touch 162
5.8 Interactions with taste and smell 162
5.9 Individual differences 165

6 Flavour perception and the learning of food preferences 172
ANTHONY A. BLAKE

6.1 Introduction 172
6.2 Flavour as an example of molecular communication 173
6.2.1 The human brain 174
6.2.2 Multisensory perception 176
6.3 What flavour is and how we learn to like it 177
6.3.1 Learning to like flavour 183
6.3.2 Flavour learning in adults 191
6.4 Conclusion 197

7 Functional magnetic resonance imaging of human olfaction 203
MARTIN WIESMANN, BIRGIT KETTENMANN and GERD KOBAL

7.1 Introduction 203
7.2 The methodological basis of functional magnetic resonance imaging 203
7.2.1 Magnetic resonance imaging 203
7.2.2 Functional magnetic resonance imaging 204
7.2.2.1 Exogenous contract agent injection 205
7.2.2.2 Arterial spin labelling 205
7.2.2.3 Blood oxygen level–dependent fMRI 205
7.3 fMRI and perception of odorous compounds 208
7.3.1 Anatomy and organisation of the olfactory system 209
7.3.1.1 Olfactory receptors, olfactory nerves and olfactory bulb 210
7.3.1.2 Olfactory tract and primary olfactory cortex 211
7.3.2 fMRI studies of the primary olfactory cortex 213
7.3.2.1 Secondary olfactory regions 215
7.3.2.2 Orbitofrontal cortex 216
7.3.2.3 The role of the amygdala in hedonic processing of odours 218
7.3.2.4 Other brain regions 220
7.3.2.5 Cingulate 220
7.3.2.6 Cerebellum 220
7.3.2.7 Imagination of odours and memory 221
7.4 Interaction between olfaction and other sensory modalities 221
7.4.1 Transduction of pheromone-like compounds in humans 222
7.5 Conclusion 222

8 Flavor interactions at the sensory level 228
RUSSELL S. J. KEAST, PAMELA H. DALTON and PAUL A. S. BRESLIN

8.1 Introduction 228
8.2 The psychophysical curve: physical intensity vs. perceived intensity 228
8.3 Attributes of sensory modalities 234
8.3.1 Quality 234
8.3.2 Intensity 234
8.3.3 Temporal pattern 235
8.3.4 Spatial pattern 236

8.4 Adaptation 237
8.5 Four levels of flavor interactions 237
8.5.1 Physiochemical interactions 237
8.5.2 Mechanical/structural interactions 238
8.5.3 Oral and nasal peripheral interactions 238
8.5.4 Central cognitive interactions 239
8.6 Intramodal interactions 239
8.6.1 Taste 239
8.6.1.1 Single-quality interactions 240
8.6.1.2 Multiple-quality interactions 241
8.6.2 Odor 241
8.6.2.1 Odor interactions 242
8.6.3 Somatosensations are components of flavor 242
8.6.3.1 Chemesthesis: irritation 243
8.7 Texture 244
8.7.1 Visual texture 245
8.7.2 Auditory texture 245
8.7.3 Tactile texture 245
8.8 Interactions between modalities 246
8.8.1 Interactions of orosensory chemesthesis, tactile sensations and taste 246
8.8.2 Interactions of odor and somatosensations 247
8.8.3 Interactions of odor and taste 247
8.9 Sources of error in sensory research 248
8.9.1 Individual variation 248
8.9.2 Experimental protocol 248
8.9.3 Choice of flavor-active compound 249
8.9.4 Psychophysical function of a compound 249
8.9.5 Method of rating 249
8.10 Practical implications for flavor 249

9 Psychological processes in flavour perception **256**
JOHN PRESCOTT

9.1 Flavour as sensory integration 256
9.2 Qualitative and psychophysical evidence for odour–taste integration 257
9.2.1 Taste properties of odours 258
9.2.2 How do taste-related odour qualities develop? 258
9.2.3 How 'real' are smelled taste qualities? 259
9.2.4 Influence of smelled taste qualities on the perception of tastes 261

9.3 Smelled taste qualities and taste modification as indicators of flavour formation 263
9.3.1 The role of spatial and temporal factors in odour–taste integration 266
9.4 Cognitive processes in the development of flavour perception 267
9.4.1 Taste modification by odours: a rating effect? 267
9.4.2 Taste modification by odours as a function of perceptual strategy 268
9.4.3 Analysis and synthesis in the perception of flavour 269
9.4.4 Investigating cognitive processes in flavour perception 270
9.5 Implications and future directions 273
9.6 Conclusion 274

Index 279