

Get Hip to Hydration and Think Your Drink!

Stop by the Food Zoo's display window in November for **Think Your Drink**. Learn about the benefits and drawbacks of:

fruit juice
coffee
tea
WATER
soda
sports drinks
alcohol
AND MORE!

Taste and Flavor cont'd . . .

NEOPHOBIA

Why are some people more adventurous when it comes to trying new foods? It may have something to do with their life as a fetus and a baby. Fetuses can experience flavors transmitted through the amniotic fluid. So, a mother with a wide-ranging palette may pass along familiarity of flavors to her unborn child. After birth, babies and toddlers who are exposed to new foods at least 10 times are more likely to accept the food than if they've only tried it 1 to 5 times. After the age of 4, people are more likely to dislike a new food than like it.

PLEASURE AND HEALTH

Beyond just the happiness and joy we may experience after eating a savory meal, pleasure in eating affects our health. One study of elderly people found enhanced immune function and strength in the group after they had eaten more flavorful food for 3 weeks. Their calorie and nutrient intake did not change during this time, only the flavor of their food. So, take the enjoyment of food seriously! Your health depends on it.

Tid ❖ Bits

Umami - the fifth taste

In 1908, Professor Kikunae Ikeda of Tokyo Imperial University was experimenting with the flavor of *kombu*, a type of seaweed used in Japanese soup stocks. He isolated MSG (monosodium glutamate), which in Japanese is called *Umami*.



THE HUNGRY GRIZZLY

News From University Dining Services

The University of Montana

November 2004

TASTE AND FLAVOR: More than Meets the Eye (or Tongue)

Ever wonder why Thanksgiving and other holiday meals taste so good? Is it the special occasion spent with friends and family? Or perhaps chemistry? Why are some people picky when it comes to food? Is the act of eating good for your health? Let's take a journey into the nose, mouth, and brain to find the answers.

TASTE

Tasting foods is a complex process that involves all 5 of our senses. That's right—the flavor of food depends on our hearing (e.g. crunch, squeak, pop), sight (e.g. color, size), touch (e.g. hot, cold, smooth, hard), smell (e.g. herbal, garlic), and taste. Technically speaking, we can only “taste” 5 characteristics of food: sweet, salty, bitter, sour, and umami. Taste buds do the work of picking up these tastes on the tongue, cheek, roof of the mouth, in the throat, and possibly even in the stomach and intestines.

Umami

Pronunciation: ü-'mä-mE

Function: noun or adjective

: A taste sensation that is meaty or savory and is produced by several amino acids and nucleotides (as aspartate, inosinate, and glutamate)

SMELL

But clearly we can detect more than 5 flavors. What accounts for the difference between the 5 basic tastes

and the distinct flavors of turkey and pumpkin pie? Our noses. Between 70 and 80% of what we think of as “taste” is actually smell. As we chew food, gasses escape from the food and float into the nose, which can pick up over 1,000 food-related smells. Interestingly, odor recognition is closely linked to memories; it takes only one exposure to a smell to create a smell memory. Odors also have the power to stimulate and relax the brain.



The Hungry Grizzly is published by University Dining Services

Editor: Elliot Westwater: elliott.westwater@mso.umt.edu

Contributing Editor: Marya Bruning RD, LN: marya.bruning@mso.umt.edu



**PLEASE
RECYCLE!**

continued on back page

Bear Bones

Dining Services stopped students around the Lommasson building to ask a few questions on the basics of healthy eating. Here's what they had to say!



How many calories do you think are in a 12 oz regular beer?

Sarah Powell: I think around 100 calories.

Correct Answer: There are 150 calories found in a regular beer. WOW!



How much calcium do you think is in a 12 oz latte?

Shelly Troy: 300 mg

Correct Answer: There are 412 mg of calcium found in a latte. That is not bad considering the recommended intake for both men and women is 1,000 milligrams per day.

How many carbohydrates on average are in a smoothie served at La Peak and Bisip?

Steve Lancer: "Heck no I don't know!" I think around 25 grams.

Correct Answer: On average, there are 100 grams of carbohydrates found in a smoothie.



Are Blasters Good for *YOUR* Health?

Q: What are blasters?

Blasters are vitamins, minerals, herbals, and certain food extracts that we add to our smoothies for an extra nutrition boost. Some of these products are considered dietary supplements.

Q: What blasters do La Peak and BiSip serve?

- Multi-Vitamin and Mineral
- Vitamin C
- Calcium
- Wheat Germ
- Nutritional Yeast
- Ginseng
- Whey Protein
- Echinacea
- Creatine

Q: Why have the blasters changed recently?

Unlike food and medications, dietary supplements are not regulated by government agencies for labeling, quality or safety. University Dining Services took a closer look at our blasters to make sure they're safe for our customers. All of our dietary supplement blasters are approved by ConsumerLab.com, an independent laboratory that evaluates supplements for the following:

- Identity: Does the product meet recognized standards of quality and does the product meet the level of quality claimed on the label?
- Strength (quantity): Does the product contain the amount of ingredient claimed on the label?
- Purity: Is the product free of common contaminants?
- Availability: Does the product break apart properly so that the body may use it?

Q: What happened to the spirulina and bee pollen blasters?

ConsumerLab has not tested bee pollen, and there is currently no research to substantiate the claims regarding bee pollen supplementation. Bee pollen powder also has a high potential to cross-contaminate our other products, which may be dangerous for customers with bee allergies.

ConsumerLab has not tested spirulina products, so we cannot be sure of their purity.

Q: Should I order a blaster in my smoothie?

Everyone has different health and nutrition needs. Please read through the information binder available at LaPeak and BiSip before you decide if blasters are right for you. If you have additional questions, please call the dietitian at 243-6325.

