

Contents

Preface ix

Acknowledgments xi

Introduction Retronasal Smell and the New Age of Flavor 1

PART I

Noses and Smells

1 The Revolution in Smell and Flavor 11

2 Dogs, Humans, and Retronasal Smell 19

3 How the Mouth Fools the Brain 28

4 The Molecules of Flavor 33

PART II

Making Pictures of Smells

5 Smell Receptors for Smell Molecules 47

6 Forming a Sensory Image 59

7 Images of Smell: An “Aha” Moment 66

8 A Smell Is Like a Face 76

9 Pointillist Images of Smell 85

10 Enhancing the Image 92

11 Creating, Learning, and Remembering Smell 99

CONTENTS

PART III
Creating Flavor

- 12 Smell and Flavor 109
- 13 Taste and Flavor 117
- 14 Mouth-Sense and Flavor 128
- 15 Seeing and Flavor 135
- 16 Hearing and Flavor 143
- 17 The Muscles of Flavor 147
- 18 Putting It Together: The Human Brain Flavor System 155

PART IV
Why It Matters

- 19 Flavor and Emotions 165
- 20 Flavor and Memory: Reinterpreting Proust 174
- 21 Flavor and Obesity 184
- 22 Decisions and the Neuroeconomics of Flavor and Nutrition 192
- 23 Plasticity in the Human Brain Flavor System 200
- 24 Smell, Flavor, and Language 207
- 25 Smell, Flavor, and Consciousness 216
- 26 Smell and Flavor in Human Evolution 224
- 27 Why Flavor Matters 233

Bibliography 243

Index 257