For example, this is serious business at food4thought inc.
It’s science’s take on the **bold & spicy** trend.

In science, the rush we feel from eating spicy foods is referred to as the *roller coaster effect*.

When we laugh or experience things like “runner’s high,” it’s due to the release of endorphins.

But the body also releases endorphins in response to pain or stress, in order to minimize discomfort.

Because *spicy* foods are perceived by pain receptors, as opposed to flavor receptors, the same thing happens when we eat spicy food – endorphins are released, and we feel exhilarated!
This is traditional research’s take on the bold & spicy trend:

It’s not that focus groups and the like don’t have a place. They do, of course, but they’re not always the best places to seek innovation direction. Here’s why:

Traditional research tends to yield a representation of what feels right to consumers, as opposed to revealing their actual feelings. This is particularly true when it comes to their feelings about things involving change, aka innovation.
At food4thought inc, we root a lot of our innovation in science.

It’s cheaper, more fun, and often more reliable.
There’s science behind all food & drink experiences.

For example, the wine world has long recognized the value in setting expectations to engage the consumer:

In the food world, Alinea restaurant was named #1 in America three times for engaging the diner via:

- **disruption**
  The absence of utensils is off-putting.

- **variability**
  Every bite is different.

- **tension/fear**
  Should I eat this?

**expectation setting**

seems to get better every year. Beautiful cherries and field raspberry notes roll in first, then there’s fresh earth aromas after a spring rain followed by some baking spices and a long finish. This pinot
At food4thought inc, we decode food & drink experiences to reveal immutable principles of human behavior.

The more conscious the eating/drinking experience, the more rewarding it is – and vice-versa.

**Expectation Setting** • **Disruption** • **Variability** • **Tension/Fear**

**High Reward**

**Conscious Engagement**

**Human Consumer Behavior**

The more conscious the eating/drinking experience, the more rewarding it is – and vice-versa.

**Subconscious Engagement**

**Low Reward**
Transforming those principles via culinary solutions creates new opportunity areas for brands.

Specialty chocolates set expectation.

Skittles Riddles disrupt normal eating patterns.

Fans of Cincinnati’s own Grippo’s love the variability.

Taco Bell’s Loaded Grillers create fear/tension.
We utilize a network of close, longstanding relationships with the world’s top culinary talent:
My story, and 3 reasons it makes a difference:

1. As far as I know, the way I learned to cook is unique to me, and there couldn’t possibly be another way better suited to product innovation.

There are two ways you can learn to cook. One, you can go to school. Two, you can apprentice, preferably under several different chefs.

I didn’t attend culinary school. Instead, I opened my own, called Cooking School of Aspen, which attracted legends and superstars from around the world.

As the school’s self-appointed sous chef, over the course of 8 years I apprenticed under about 250 diverse and insanely-talented chefs, possibly the most creative education available to any chef – ever.

2. Very few chefs, if any besides me, leave their kitchens for the world of strategy, but – as far as product innovation goes – it’s turned out to be the perfect path.

First and foremost, it’s made me empathetic to meeting an organization’s needs. As opposed to following my inner chef’s tendency to deliver a laundry list of what organizations *could do*, food4thought’s deliverables are a prioritization of what your organization *should do*.

3. I have an intuitive knack for knowing what people want to eat, and, ultimately, when it comes to new product innovation, that’s what matters most.

There are other chefs better at plenty than me (and they’re probably friends, and part of food4thought’s network!), but one of the things I’m best at is knowing what people want to eat, even before they, themselves, do.
## What can we do for you?

<table>
<thead>
<tr>
<th>Culinary Questions</th>
<th>New Product Innovation</th>
<th>Research-based Innovation</th>
<th>From Conception to Concepts</th>
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<tbody>
<tr>
<td>If you need advice, give us a call. We love talking about food, so you’ll probably get the answer you want free of charge.</td>
<td>Daily rates available for attending ideations, work sessions and the like.</td>
<td>Daily rates available for moderating or attending research sessions.</td>
<td>Project-by-project</td>
</tr>
<tr>
<td>Hourly and daily rates also available.</td>
<td>If you’d prefer we lead the work, even better, we can do so on a project-by-project basis.</td>
<td>If you’d prefer we lead the research, we’re happy to. We do that on a project-by-project basis.</td>
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