

U.S. foodies significantly more likely to choose menu items with bitter, sour and umami flavors, survey says; most general consumers say sweet is their personal taste preference

LOS ANGELES, April 26, 2012 (Industry Intelligence) – According to the results of a new Culinary Visions Panel survey, U.S. foodies are significantly more likely to choose menu items with bitter, sour and umami flavors, QSR Magazine reported April 26.

Foodies — those who identify themselves as always or usually liking to try new dishes and flavors — ranked bitter (62%), umami (61%) and sour (59%) as their top flavor preferences, the survey said.

Among general consumers, 81% said sweet was their personal taste preference, followed by salty at 67%.

The primary source of this article is QSR Magazine, Durham, North Carolina, on April 26, 2012.

