

SmartBrief

Adventurous eaters move beyond sweet and salty

While sweet and salty flavors ranked highest in a survey by Culinary Visions Panel, people who say they are adventurous eaters prefer the less-popular sour, umami and bitter flavors. "Sweet and salty flavors are sure to please mainstream consumers looking for dining comfort and satisfaction," said Executive Director Sharon Olson. "If you want to challenge your customers a bit more, take a cue from what foodies prefer and introduce a bitter or sour note into a favorite menu item like chocolate for dessert."

