

AEG

TASTE OLOGY

A DOCUMENTARY THAT TAKES
TASTE FURTHER.

PRESS KIT

CHILL ↗

INC/~~FREEZE~~ PRESERVING

CORTICAL
GRANULES

EGG

↗ still needs
more testing



TASTEOLOGY is the name of a new AEG-initiated documentary series uncovering the four steps of how to achieve cooking results that are multisensory, sustainable, nutritional and tasteful all at once. The four-episode series invites viewers on a culinary journey around the world to gain inspiration and knowledge far beyond the usual TV cooking shows. Insights are gathered from different kind of experts, such as a psychologist, a chemist, a food waste activist and a famous Instagrammer who all share their answers to questions traditionally asked to chefs. **TASTEOLOGY** was launched on **May 25** and is available at aeg.co.uk/tasteology.

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INTRODUCTION

TASTEOLGY seeks out the answers to what the ultimate taste experience is from new angles and expertise. The ambition with the film series is to look far beyond traditional cooking programmes to guide the viewer to new paths in the search for the ultimate taste experience.

Recipes and cooking methods may get the most attention when it comes to preparing food, but that's only part of the picture. **AEG's** mission is to look beyond this step to explore different aspects and levels of taste, as well as how to achieve its full potential. The result is a portrait of the four essential steps to better food: source, chill, heat and experience. Each episode of this documentary series is dedicated to one of these aspects, digging into culinary traditions and unconventional innovations in order to uncover the processes to achieve the perfect taste. It's about finding new ways to cook and eat food that is both tasteful, multisensory and sustainable. Hands-on cooking tips are mixed with cultural, societal and scientific reflections.

WHY RATHER THAN HOW

While many educational resources focus on how to cook a meal, often step by step, instructed by chefs, **TASTEOLGY** takes this one step further through seeking out expert knowledge on why certain methods, circumstances and tools create exceptional taste experiences. By gathering insights from new and different kind of experts, **TASTEOLGY** brings new perspectives to an area that has long belonged to traditional chefs.

Click on the images to access a high resolution version

AN EIGHT-MONTH JOURNEY AND HANDPICKED EXPERTS FROM THREE CONTINENTS

The film team travelled to a large variety of destinations for over eight months collecting insights from the world's premier taste experts. To only mention a few, the team met with 'the father of molecular gastronomy' **Hervé This** who invented 'the perfect egg', food waste activist **Tristram Stuart** who wants to change society's attitude towards wasting food, and the famous Instagrammer **Chef Jaques la Merde** who makes beautiful plate creations out of food from the nearest gas station. These experts have a wide range of backgrounds and hold expert knowledge within different fields, but are united around their insatiable curiosity about taste.

THE FOUR THEMES: SOURCE, CHILL, HEAT AND EXPERIENCE

Each of the four themes covers essential steps in the process of creating an exceptional taste experience. Here is a sneak peek at the story of each 15-minute episode.

Click on the images to access a high resolution version





EPISODE 1: SOURCE

THE TASTE OF ORIGINS

How does one source the best ingredients in order to take taste further? And how is taste affected by the lost nutrients of today's mass produced food? Is it true that food cravings are our natural way of making sure that we get the nutrients our body needs? Explore these questions and learn about foraging, a trend that longs to go back to basics respecting the ingredients' true, original taste. Meet with foraging trendsetters and chefs **Satchiko** and **Hisato Nakahigashi**, who own a Michelin starred restaurant in Kyoto, explaining the meaning of the word "Tsumikasa" – a Japanese word for respecting food. In this episode we also meet with **Mark Schatzker**, the American author of **The Dorito Effect**, a book exploring what artificial flavours have done with our eating habits

EPISODE 1: SOURCE EXPERTS



Satchiko and **Hisato Nakahigashi** are chefs and foraging trendsetters in Kyoto. They own and run the one star Michelin restaurant Miyamasou. Hisato Nakahigashi learnt the art of foraging from his father and has always known this form of how to source food locally. The idea of foraging is to collect the food from the forest and he tries to limit his hunt within the distance of 10 km with the aim to find pure ingredients from the wild collecting all sorts of food such as wild grass, fish, deer and wild boar. Foraging has recently become a strong trend among top chefs and foodies.

[Link to Miyamasou](#)



Mark Schatzker is the author of **The Dorito Effect**, a book covering artificial flavouring and America's health crisis. Some call him the 'flavour detective' as his mission is to explore the link between taste and nutrition. He is also a radio columnist for the Canadian Broadcasting Corporation and lives in Toronto with his wife and three children.

[Link to The Dorito Effect](#)

EPISODE 1: SOURCE TECHNOLOGIES



AEG PLUS STEAM OVEN

THE ULTIMATE STEAM
OVEN FOR YOUR HOME.

It's not just the ingredients that decide how we ultimately perceive our food. Texture and color are also critical components, with the visual aspect of eating making up as much as 28% of our combined taste experience.

By cooking with steam, ingredients retain more of their natural color and texture. For vegetables they keep more of their chlorophyll, making them naturally green and crisp. For meats you get a tender, smooth texture and, since steam prevents water loss, a juicier result.

However it's not all about perception. Steamed meat or vegetables actually retain vitamins, nutrients and flavours far better than food that's boiled or fried.



EPISODE 2: CHILL

THE TASTE OF FOOD WASTE

Perfect taste starts with respect for the ingredient and the knowledge of how to handle it correctly. While the world continues to amass huge amounts of food waste, few people have discovered one of the keys to reducing it – storage. And what's the point in investing in good ingredients if you don't know how to store it properly to achieve maximum taste? Meet with the British food waste activist and author, **Tristram Stuart**, who has devoted his life to decrease the amount of foods being wasted. We also meet with the German chef and Wagyu cow breeder **Ludwig Maurer** who shares insights and expertise on how to store ingredients in the optimal conditions to enhance taste and reduce waste. We also get to meet **Culinary Misfits** - a Berlin based duo who think it's wrong that a lot of fruit and vegetables are thrown away because of they don't fit within the measures of cosmetic standards.

EPISODE 2: CHILL EXPERTS



Tristram Stuart is a food waste activist, author, campaigner and expert on the environmental and social impacts of food waste. He founded the environmental campaigning organisation **Feedback** and the purpose is to change society's attitude towards wasting food.

[Link to Feedback](#)



Ludwig Maurer is a German chef and Wagyu cow breeder. He was the first to breed wagyu cows in Germany, and he plays music such as Johnny Cash and Bob Marley to them. In Tasteology he shares his expertise knowledge on how to store meat and explains how storage and different temperatures affect taste.

[Link to Ludwig Maurer](#)



Culinary Misfits is a duo founded in 2012 by the designers **Lea Brumsack** and **Tanja Krakowski**. They think it's wrong that a lot of fruit and vegetables are thrown away because they don't fit within the measures of cosmetic standards. **Culinary Misfits** decided to celebrate the beauty of natural diversity.

[Link to Culinary Misfits](#)

AEG PROFRESH WITH TWINTECH TECHNOLOGY

PRESERVES FRESHNESS LONGER.

Storing vegetables in low humidity, like in any regular fridge, makes them lose water and nutrients much faster, and go bad more quickly.

For example, a water loss of only 3 percent is enough to have a noticeable impact on almost any ingredient. And an asparagus stalk stored in air that is too dry will lose over 8.5% of its water.

AEG Twintech technology keeps the air in the fridge humid, allowing the food to keep its natural taste, nutrients and color for much longer.



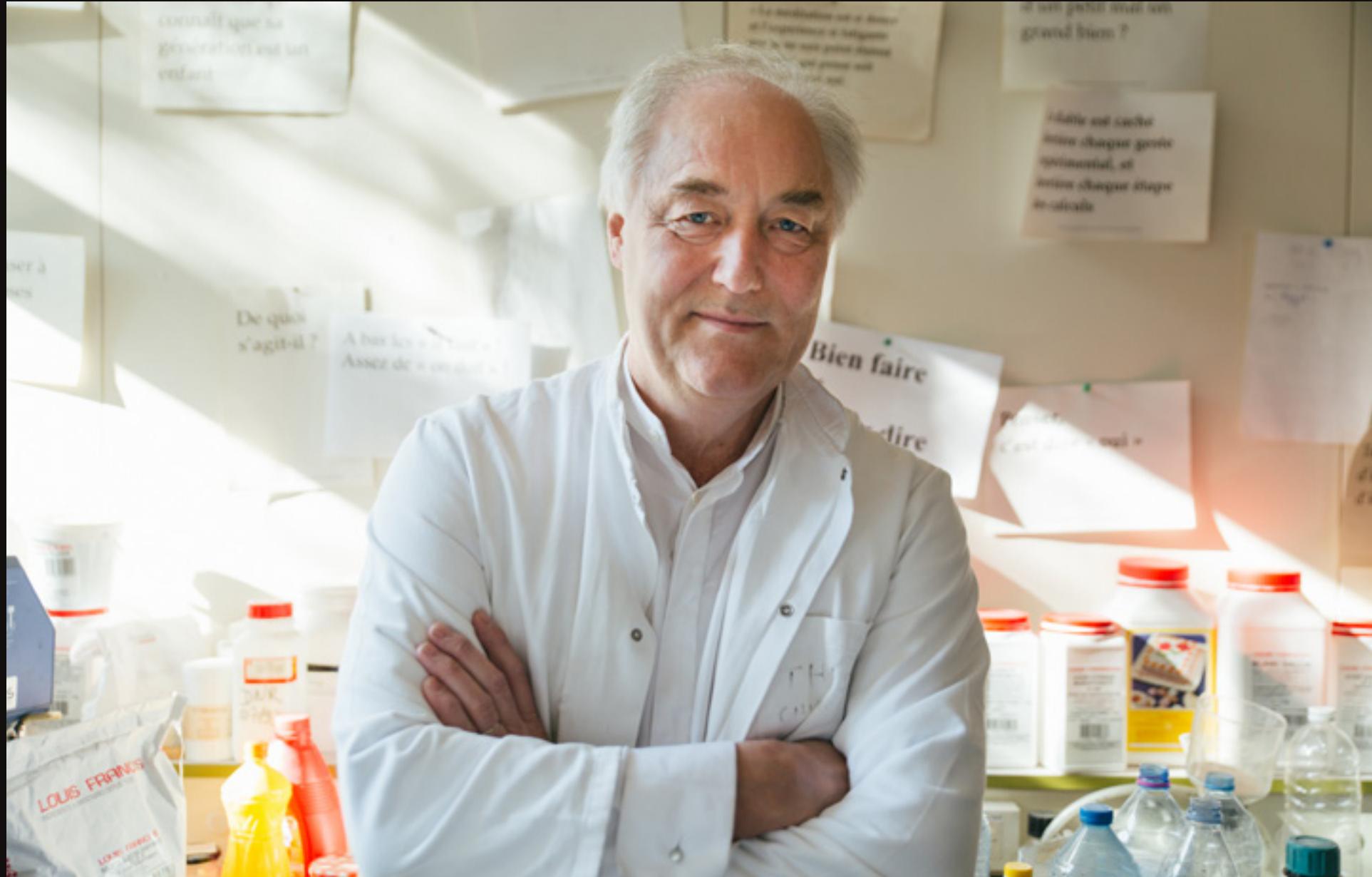


EPISODE 3: HEAT

THE MOISTURE THAT GOT LOST IN THE FIRE

Get to know how cooking a dish in the best conditions can take taste further. Using humidity in cooking is a thousand-year-old trick that spreads the heat evenly and makes food juicier and taste better. Learn about the importance of precise heating in various cooking methods, as well as the benefits of using steam or sous vide and what it takes to create the 'perfect egg'. Meet the French gastro-chemist **Hervé This**, who is the man behind the 'perfect egg' and who taught the world how to boil an egg in a dishwasher. Also, meet **Catalina Vélez** who is one of the world's most influential Latin-American chefs. After digging deep into traditional Columbian food culture, she discovered that steam was the main ingredient to achieve great taste.

EPISODE 3: HEAT EXPERTS



Hervé This is a gastro-chemist who taught the world how to boil an egg in a dishwasher and also invented the 'perfect egg'. He is also known as 'the father of molecular gastronomy'. He believes that the key to cooking is not time, but rather the exact right temperature.



Catalina Vélez, one of the world's most influential Latin-American chefs. She is educated in both Paris and Atlanta but decided to return to Colombia to spend time on rediscovering local cooking traditions and seek old knowledge. After digging deep into traditional Columbian food culture, she discovered that steam was the main ingredient. She owns and runs a very popular restaurant in Cali called **Kiva**.

AEG PROCOMBI® PLUS THE MODERN SOUS-VIDE OVEN FOR YOUR HOME.

Sous-vide was a well kept secret in restaurant kitchens for years before AEG first brought it into the home.

Sous-vide, French for “under vacuum”, involves vacuum sealing the food in a bag and slowly cooking it in water or steam at a low, precisely controlled temperature. 56.5 degrees for a superb medium-rare steak, for instance.

The vacuum sealed bag prevents any flavours from escaping, creating a richer taste experience, while the low temperature ensures that fish or meats are cooked evenly all the way through without ever getting overcooked.

It also limits the loss of juice and nutrients, making the food healthier and crisper.

The end result? A unique combination of flavours, nutrition and texture. Unlike anything you've ever tasted.





EPISODE 4: EXPERIENCE

THE TASTE OF FOOD WASTE

Good food is more than just a good recipe. It's about the whole experience. How much of the eating experience actually comes from taste? How do colours, sounds, the weight of cutlery and the shape of the plate affect our overall taste experience and how should we use it to take taste further? Meet the professor in Psychology, **Charles Spence**, who shares his research on how the brain helps us to understand what the food is likely to taste like before actually tasting the food and how that impacts the taste experience. He also shares knowledge on how to play with surrounding things such as sounds and colours to affect our taste experience. Charles Spence works closely with **Jozef Youssef** who is an author, chef patron and founder of the gastronomic project Kitchen Theory. Together their united mission is to understand the full taste experience.

In this episode, we also meet **Chef Jacques la Merde** (also known as Christine Flynn), who is a famous chef and popular Instagrammer with over 125k followers who makes beautiful plate creations that looks like fine dining but in reality the food comes from the nearest gas station, in Toronto.

EPISODE 4: EXPERIENCE EXPERTS



Charles Spence is a professor of experimental psychology whose research aims to explore how much of the eating experience actually comes from food, and how smell, taste, sight, hearing, and touch form a multisensory experience. He is famous for his work about 'sonic crisp!'.

[Link to Charles Spence](#)



Jozef Youssef is an author, chef patron and founder of the gastronomic project Kitchen Theory which he runs together with Charles Spence. Their mission is to understand and innovate the full taste experience, and Jozef often makes sure to try out new theories directly at his restaurants.

[Link to Kitchen Theory](#)



Chef Jacques la Merde (also known as Christine Flynn), is a famous chef and popular Instagrammer with over 125k follower who makes beautiful plate creations that looks like fine dining but in reality the food comes from the nearest gas station. At first she kept her real identity a secret and there were many speculations and rumours about this mysterious chef. In January 2016 Christine Flynn revealed herself and the news spread rapidly among titles such as Vogue, The New York Times and Metro.

[Link to Chef Jacques la Merde](#)

Click on the images to access a high resolution version

It may not come as a surprise that how the food is served affects our experience of eating. The weight of cutlery and glasses plays a great role in how we experience the taste of food. But it's not just about setting the table, but also about what the food on our plate looks like. Colors and texture is key to creating a taste experience. When steaming or using sous-vide method to cook food, not only can you cook with precision but the food will also contain more of its natural color and texture.



The meat to the left is fried and the meat to the right is cooked with an AEG sous-vide oven.

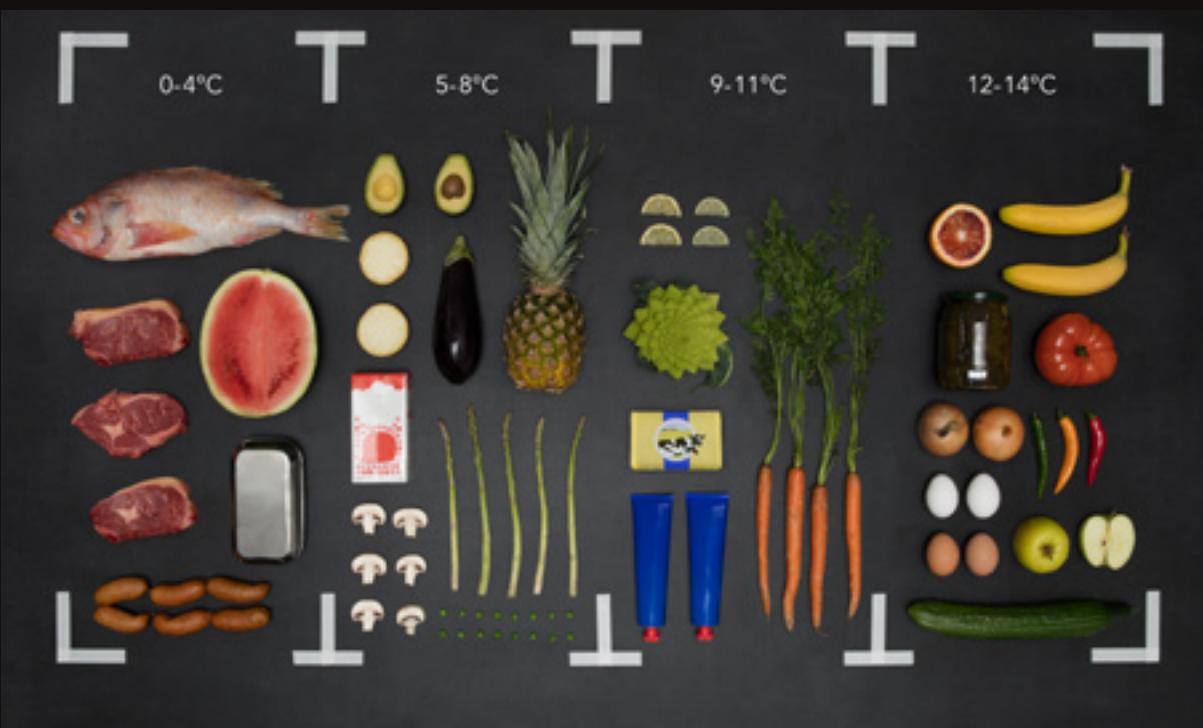
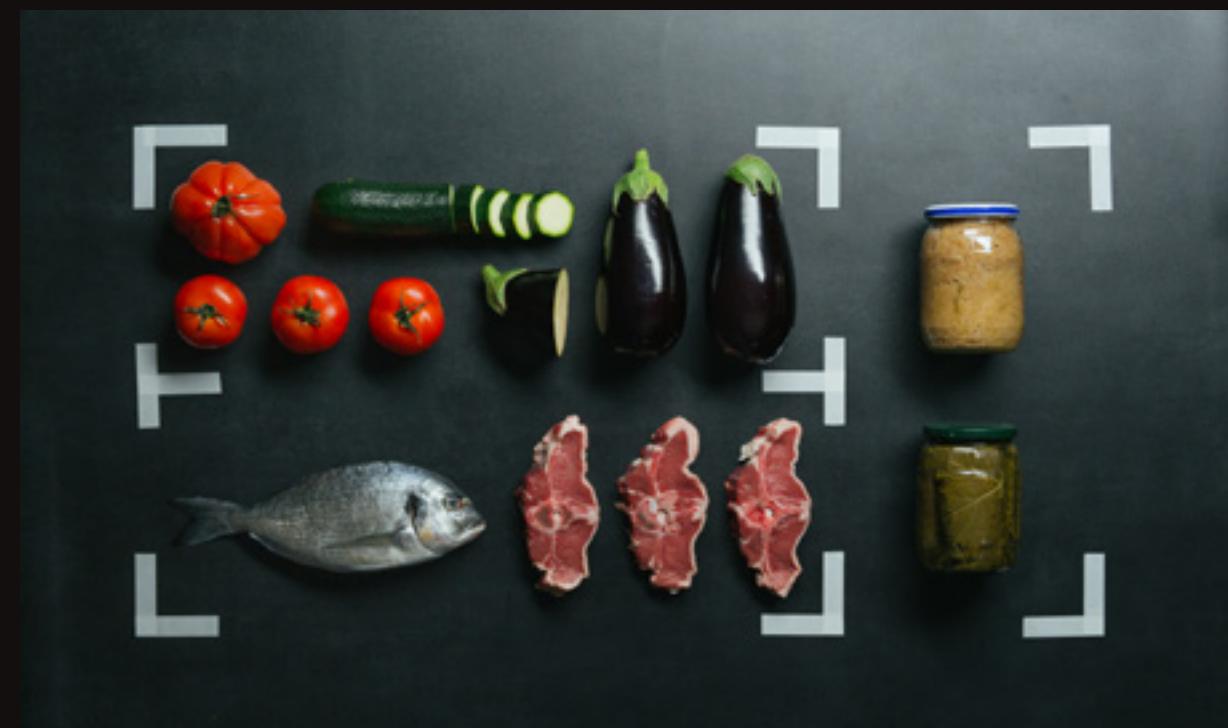
STILLS FROM THE FILM

Click on the images to access a high resolution version



STILLS FROM THE FILM 2

Click on the images to access a high resolution version





DOWNLOAD PRESS RELEASES

› Master press release

› Source press release

› Chill press release

› Heat press release

› Experience press release

AEG'S ROLE

The documentary is initiated by the home appliance manufacturer **AEG** with the mission to explore different aspects and levels of taste and inspire the viewers on how to take it to the next level. The film series is produced by the award-winning production company **House of Radon**.



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› Link to website: aeg.co.uk/tasteology

Launch date: May 25th 2106

Join the discussion on [Facebook](#), [Twitter](#), [Instagram](#)
and on the hashtag #tasteology



The logo consists of a red square containing a black stylized letter 'E' with a small circle at the top right corner. To the left of the square, the letters 'AEG' are written in a bold, red, sans-serif font.

AEG