



LOVE AT FIRST TASTE

- ***New research reveals that our flavour preferences may influence who we fall for***
- ***Video reveals what happens when strangers are matched by their flavour preferences on intimate first date***

Are you single and looking for love? If so, you might want to listen to your tastebuds, with **NEW** global research* from Knorr revealing that your flavour preference may determine who you give your heart to.

The study, which polled 12,000 people from around the world, revealed that our flavour preferences not only decide whether we enjoy a spicy broth or a hearty soup, but are just as important when it comes to choosing a partner. A whopping **80 per cent** of people said they are naturally more attracted to people who share similar tastes, with **33 per cent** saying they found it a turn-off when a date ordered a dish they disliked. A savvy **20 per cent**, however, admit to choosing a meal they dislike simply to impress someone.

The research forms part of Knorr's latest campaign – Love at First Taste. Pairing complete strangers based on their love of the same flavours, the experiment revealed that spice and spice, salt and salt and sweet and sweet are indeed a match made in heaven.

Working with *First Kiss* director, Tatia Pilieva, Knorr used the experiment and its subjects to create an entertaining short film – [Love at First Taste](#)** – to explore how the flavours we love reveal more about our relationships than we think. The video has gone viral, hitting over **four million views in just 24 hours**.

Greg Tucker, flavour expert and psychologist, says: “Having studied the behavioural patterns behind food consumption for over 30 years, this research by Knorr validates something I have long suspected; that food and flavours are a window to our character, and our flavour preferences offer a vital insight into our personality. So it is no wonder that when pairing up, we seek soul-mates who are also eat-mates, who like the same food and flavours that we do.”

When it comes to flavour itself, **65 per cent** of people believe it to be an integral part of everyday life, with many opting to give up other popular vices in exchange for flavour, including:

- **48 per cent** would rather give up **sex**
- **70 per cent** would give up the right to vote
- **58 per cent** would give up having a successful career, and
- **75 per cent** would give up social media



Ukonwa Ojo, Senior Global Director for Knorr at Unilever, comments: “When we stop and think about it, flavour is what makes food such a pleasure and a part of many of life’s meaningful moments. It is at the heart of everything we do at Knorr and we’re delighted we share our passion with so many around the world.”

To put the research to the test, Knorr conducted a social experiment using its Flavour Profiler to determine what our flavour profile looks like and whether our preferences for food and people were synonymous. People can share their Knorr Flavour Profile to see which one of their friends - or romantic interest – is their best match at www.myflavour.knorr.com.

So the next time you go to order a bowl of fragrant French onion soup, or a plate of generously garlicky prawns, remember that your choice may win-over your date’s heart, or dash your dating dreams.

– ENDS –

Notes to Editors:

For more information, please contact: Mischief PR / knorr@mischiefpr.com / 0203 128 6600

*** About Knorr flavour research:**

In partnership with Knorr, Edelman Berland undertook a global online survey, with over 12,000 respondents from the Argentina, Brazil, Canada, China, France, Germany, Indonesia, Mexico, the Philippines, South Africa, the UK and the USA (with over 1,000 respondents per market). Research was conducted in December 2015 and is nationally representative of the online population of each country in terms of age, gender, and region in every market.

UK-specific stats include:

- **80 per cent** of people said they are naturally more attracted to people who share similar tastes
- **25 per cent** saying they found it a turn-off when a date ordered a dish they disliked
- **20 per cent** admit to choosing a meal they dislike simply to impress someone
- **48 per cent** would rather give up **sex**
- **68 per cent** would give up the right to vote
- **65 per cent** would give up having a successful career, and
- **75 per cent** would give up social media

****About Knorr’s “Love at First Taste” film**

To watch the film, please request a link from the Knorr press office at Mischief PR –

knorr@mischiefpr.com



Knorr's Flavour Profiles

Knorr developed a bespoke interactive tool, The Flavour Profiler, to determine what our individual flavour profiles looks like, and which of the 12 profiles we were most similar to. These profiles include:

Salty Adventurer: You have a sophisticated palate that craves rich flavours. You enjoy food that delivers on taste and there is nothing you love more than savouring a salty treat. The way to your heart is to indulge with sun ripened speciality olives, alongside a selection of oak smoked cured meats.

Roasted Romantic: From perfectly roasted coffee to deeply indulgent chocolate you have a taste for dark, rich flavours. Depth and complexity are what your refined palate craves, yet your pure pleasure from peanuts reveals your fun and playful side.

Gracious Grazer: It's all about fresh, green flavours for you. Cool, sliced cucumber, vibrant and freshly torn coriander, and homemade guacamole; light and herby flavours are what makes your mouth water. Lucky you because your love of salads is the perfect recipe for being good.

Tangy Dynamo: You're a sharp and sassy citrus lover who adores the sour tang of lemon and lime, and the bright, unmistakable taste of ginger. Zesty and fresh, you thrive on the zing of razor sharp grapefruit and there's nothing you love more than sprucing up a salad with a freshly squeezed orange.

Meaty Warrior: Robust, hearty and full of meaty flavour is how we'd sum up your perfect menu. Throw on a joint of prime beef, juicy, tender chicken and succulent, slow cooked lamb. In fact, if a meal doesn't have any meat in it then it's not really a meal at all as far as you're concerned.

Spicy Rebel: You like it hot with plenty of chilli and fragrant exotic spices. Bland, tasteless food is your worst nightmare as you can't help but spice things up in the kitchen. A fiery hot curry or habanero chilli is the best way to ignite your taste buds.

Sweet Seeker: You go bananas for anything sweet, juicy and plump. Bright berries, cherries, apples and pears, you love your flavours fresh and fruity. The way to make you smile is with an exotic medley of fruits or a fantastic salad, scattered with berries and apple slices.

Deep Sea Dreamer: You're a salty sea lover whose favourite fresh flavours come straight from the ocean. Seafood or fish you ain't fussy, just so long as you can taste the tang of the sea. Sensational sea flavours of soft shell crab, freshly caught fish, juicy tender prawns, and a flavour packed lobster really rock your boat.

Rustic Ranger: When it comes to flavour, you like things generously hearty and woody. You love the aroma of hot chestnuts and the natural rustic taste of soft roasted carrots or a creamy baked butternut squash, these just like a handful of toasted almonds are sure to delight your tastebuds.

Earthy Idealist: You like to get back to nature with good, wholesome earthy flavours. Humble foods are the best for you and you like things to be simple, pure and tasty. Others may love fancier foods, but you can't get enough of your crisp celery, wild mushrooms and freshly cooked beetroot.

Mustard Maverick: You like to push boundaries. Well at least when it comes to your taste buds, because for the more powerful and pungent a flavour the better. Whether it's hot horseradish or pucker sour



vinegar, you like to liven up your plate and only the boldest taste sensations make you sit up and take notice.

Melty Indulger: You're cheesy and proud of it. You love your flavours pungent and powerful, cool and creamy, stringy and oozy; you're not fussy just so long as it's cheesy. Soft, hard or blue, your love of cheese reveals your discerning palate.

About Greg Tucker

Greg has worked in the branded Food and Drink arena for over twenty years. After an extensive and successful career which included a number of commercial roles in both the Marketing and Sales environment, his final 'Blue Chip' role was as Head Of Innovation in RHM. Whilst there Greg was approached and asked to join The Marketing Clinic in early 2001. Greg has undertaken work in UK, across Europe and in the US & China in the last 12 months alone working for food brands including Danone, Dr Pepper, Costa Coffee, Cadburys, Nestle & Kellogg's.

About Knorr:

Our passion for flavour goes right back to Knorr®'s beginnings in 1838. From our iconic bouillon cubes to our delicious range of soups, we are always searching for the best flavours around the world - every single day. High quality is our food philosophy – one that's been years in the making and we love inspiring people to approach the kitchen with a large measure of confidence. We are proud to be the 8th most chosen FMCG brand in the world (according to Kantar World Panel) and Unilever's largest brand, with a yearly sales value of over 4 billion Euros. Our products are sold in more than 87 countries around the world and our flavours are enjoyed by more than 320 million people every day. Our 300+ dedicated chefs are true culinary experts and represent over 48 nationalities, making us one of the biggest employers of professional chefs worldwide. Our mission is to unlock flavour and goodness from everyday food, from farm to fork. We believe that by sourcing our ingredients sustainably, our foods taste better. It's as simple as that. So our ingredients are grown naturally, out there under the sun, in rich, fertile soils and with care for the environment. Want some flavour inspiration? Visit

www.Knorr.com