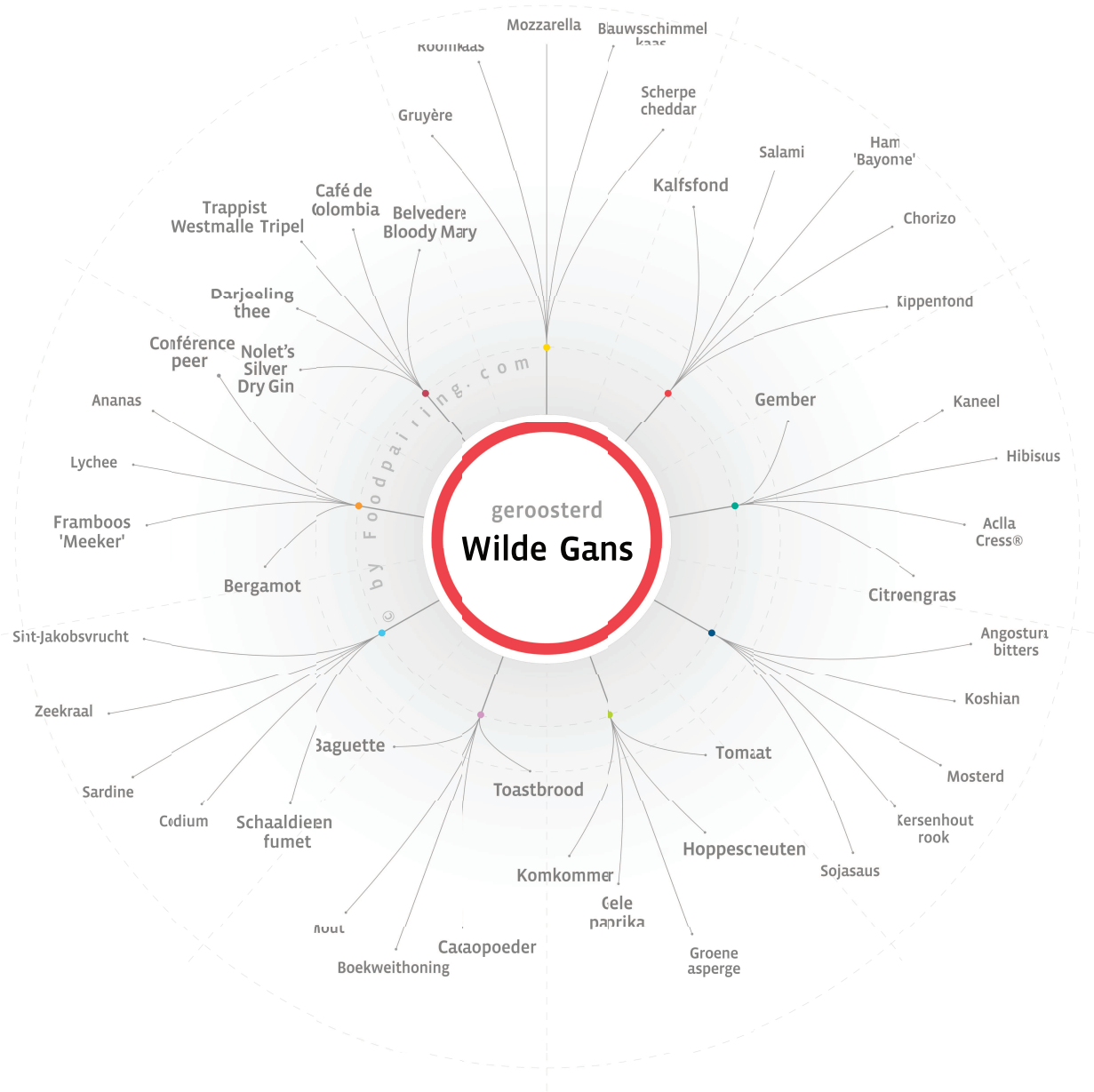


# FOODPAIRING®



## WHAT EXACTLY IS FOODPAIRING?

Foodpairing is a method for identifying which foods go aromatic well together. The method is based on the principle that foods combine well with one another when they share major aroma components. Our sense of smell is responsible for 80% of our taste experience, making aroma a key driver for the creation of food combinations.

## WHAT IS A FOODPAIRING TREE AND HOW CAN I USE IT?

Once the aroma components of a particular food have been analyzed, they are compared to a database of several hundreds of other food & beverage products. Products which have aroma components in common with the original ingredient are retained. The results are then graphically presented on a Foodpairing tree. The chosen food is placed at the center of the tree and surrounded by possible combinations. The closer to the center, the better the match. Discover new matching ingredient and create exciting taste combinations at [Foodpairing.com](http://Foodpairing.com)!

