

PRESS RELEASE



The plate that intensifies the taste of sea food or fish based starters



Spices and ginger come to life in dishes served from this black stoneware bowl



This raspberry-shaped bowl will make fruity desserts taste sweeter

THE FLAVOUR BOOSTING PLATES

NEFF launches exclusive plate collection inspired by the science of gastrophysics

Milan, 17 April 2018. Home appliance manufacturer NEFF, renowned for its passion for cooking and intuitive kitchen appliances, has partnered with UK-based ceramicist Reiko Kaneko to create a unique set of plates which trick the brain into experiencing a richer taste sensation.

A must have for flavour-obsessed foodies, the plate collection was inspired by Prof. Charles Spence's groundbreaking research into the field of gastrophysics. Looking into various elements that contribute to a memorable eating experience, Prof. Spence has partnered with NEFF to uncover how the colour, shape, texture and even weight of crockery can intensify the flavour perception of food.

“Our brain plays tricks on us about what our taste buds are tasting. There have been experiments showing that eating popcorn from a blue bowl tastes saltier than from a white bowl. Similarly, when it comes to shape, an asymmetric, angular plate can bring out the sourness and acidity of food much more than a round plate does. Working with NEFF to apply some of these principles to plateware design has been a really interesting challenge and opportunity to see the gastrophysics insights used as inspiration for plateware design creation”, Prof. Charles Spence said.

The exclusive plate collection consists of three plates that have been specially designed to heighten the taste of each stage of a meal, for an ultimate dining experience:

- Starter plate: Inspired by the energy of the sea waves, this fine bone china plate is designed to intensify the taste of seafood or fish based starters. Reminiscent of the sea world through the white and blue glazing and bearing a rough, fish scale like texture, this plate heightens the perception of saltiness through its angular shape.

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- Main dish bowl: This angular, black stoneware bowl enhances the sensation of spiciness. The rough, sandpaper texture of the bowl heightens the taste of ginger, making it ideal for serving up dishes like Thai green curries.
- Dessert bowl: Inspired by the shape of a raspberry, this dessert bowl is designed to bring out the fruity flavour of desserts. The pink colour boosts the perception of sweetness, whilst the outer, rounded, raspberry-like texture triggers associations with the fruit.

Reiko Kaneko, the ceramicist behind the creation of this set of plates, explains: “Ever since I’ve discovered Prof. Charles Spence’s work, I’ve been fascinated with the different dimensions that impact taste. Playing with colour, shape and texture with the goal of ultimately influencing how diners will taste food has opened up a lot of creative avenues which are reflected in my designs.”

Maria Beltrán, Head of Communication NEFF, explains: “We know that people who like NEFF really enjoy experimenting with food, trying out new ingredients and unusual combinations. Gastrophysics has opened our eyes towards a different world of ‘ingredients’ that come into play well after the food has been cooked: the elements that impact how food tastes when it’s being served. We hope that our plate collection inspires passionate foodies out there to be even more adventurous with their flavour experiments”.

The NEFF plate collection is a limited edition range, available to order soon. Watch out for further announcements on www.neff-home.com/press.

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About NEFF

NEFF develops and produces home appliances for people with a passion for cooking who appreciate functionality, design and ease of use. Founded in 1877 in Bretten in Germany, today the company is one of Europe’s leading manufacturers of built-in appliances. The product range covers all the modern kitchen appliances, including ovens, hobs, extractor hoods, refrigerators and freezers, dishwashers and automatic coffee makers. For 140 years NEFF has seen the user as the most important part of the kitchen. The brand continuous to set new standards with inspired ideas, especially in its core competence areas of cooking and baking. The CircoTherm® hot air system, Slide&Hide® as the only fully retracting oven door and the effortless TwistPad® single-knob controls. Since 1982 NEFF has been part of BSH Hausgeräte GmbH with headquarters in Munich. For more information see www.neff-home.com.

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