

GREG TUCKER is the man who knows what people want from their food and drink and taking his advice will change the way you think about taste forever.

Taste is such an important part of our lives, but have you ever really stopped to consider why you love some things and cannot stand others?

For the past 20 years taste expert Tucker has been looking for answers and discovered that how we taste changes with age and that our likes and dislikes are all just a part of our personal identity.

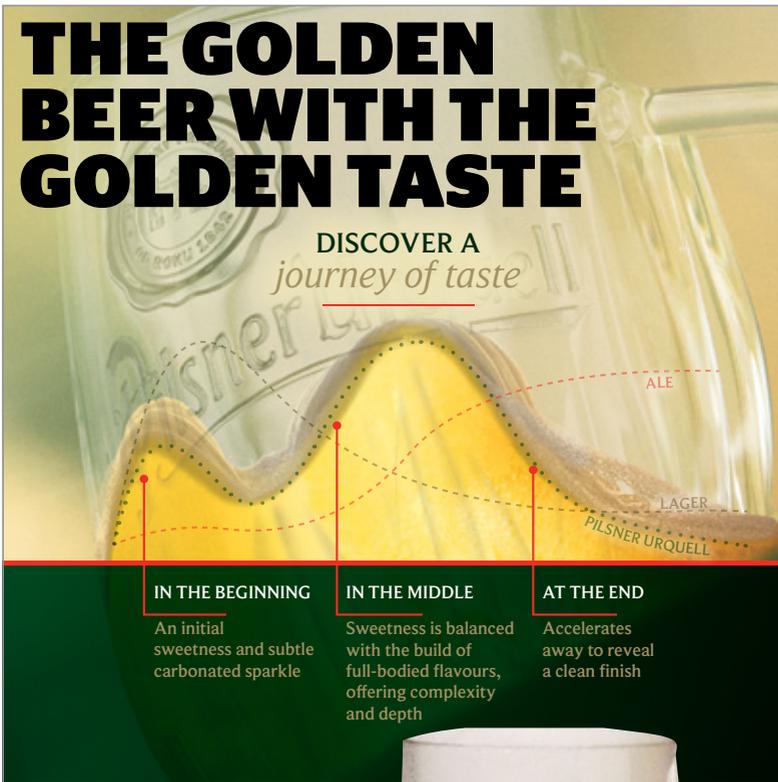
“Taste is simply a projection of who you are,” he explains. “When we are younger, humans can have 15,000 taste buds and find it hard to differentiate between flavours and end up eating pretty bland food.

“As we hit puberty, there is a stimulus and the taste revs are cranked up as we try and define just who we are. As we enter our 30s and 40s, adults are starting to look for sophistication in what they eat and drink.

“We are looking for different things that excite us. How many times have we been left disappointed by the taste of an inferior cheaper food or drink? We are now looking for more full bodied flavours. Things like blue cheeses and red wine are particular favourites because of the emotional rewards that are on offer from choosing the right product.”

During his work, Tucker compared the taste of standard lager and ales to that of Pilsner Urquell and discovered that the fuller-bodied flavour of Pilsner Urquell offered the rewards that those with a mature palate are looking for.

For Tucker tasting is not just



Get ready to come on a journey through the senses as Pilsner Urquell, brewers of beer in the Czech Republic for over 170 years, change the way you think about drinking forever and demonstrate that taste is just a projection of who you are.



SECRETS BEHIND THE TASTE SENSATION



Taste expert, Greg Tucker has worked with the world's most interesting food and drinks brands taking him to many different countries around the world.

“I have always been interested in what makes people tick and why we choose to eat and drink certain things and not others,” he says. “There are so many different complimentary dishes and drinks, it is just all about unlocking your taste sensations.”

ales it is the rear,” he explains. “The stunning thing about Pilsner Urquell is that when it starts it is quieter, more elusive than most other lagers.

“It is the mid-mouth phase where the secret of Pilsner Urquell lies. In the mid-mouth the flavours open, bloom and blossom. An offering and perfect balance of subtle sweetness and

something that we do but something we have to experience starting with the smell and aroma of a drink which gives a signal of what's to come.

Tucker discovered that Pilsner Urquell's taste profile is different to other lagers and ales. Understanding the journey of taste that has a beginning, middle and end, Tucker is able to demonstrate why the discerning drinker who sips Pilsner Urquell is the one who is rewarded the most.

“With most lagers, the focus of the taste is on the front of the mouth, with

[Visit PilsnerUrquell.co.uk](http://VisitPilsnerUrquell.co.uk) for more information

Next time, with Tucker's help and a little bit of science, we will demonstrate why Pilsner Urquell delivers a “mid-mouth explosion” that leaves drinkers “wanting more”.

drinkaware.co.uk
for the facts