

Study: Pretty food tastes better

By Jenn Harris, Los Angeles Times

Some chefs spend a good amount of time in the kitchen making sure your dish looks beautiful before it reaches the table. And, according to science, it's not just about the aesthetics.

A study by the Crossmodal Research Library at the University of Oxford found that the prettier a dish looks, the better it seems to taste. Researchers served 30 men and 30 women one of three salads containing the exact same 17 ingredients, all prepared the same way. The only difference was in the presentation.

Participants were asked to answer questions regarding appearance before eating a salad, then regarding taste after finishing the salad. The researchers found that participants rated the Kandinsky-inspired salad as tasting better than the other salads. It also received higher ratings for artistic presentation and complexity.

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