



Sensory Story-Telling

Food & Drink: Trends & Innovations

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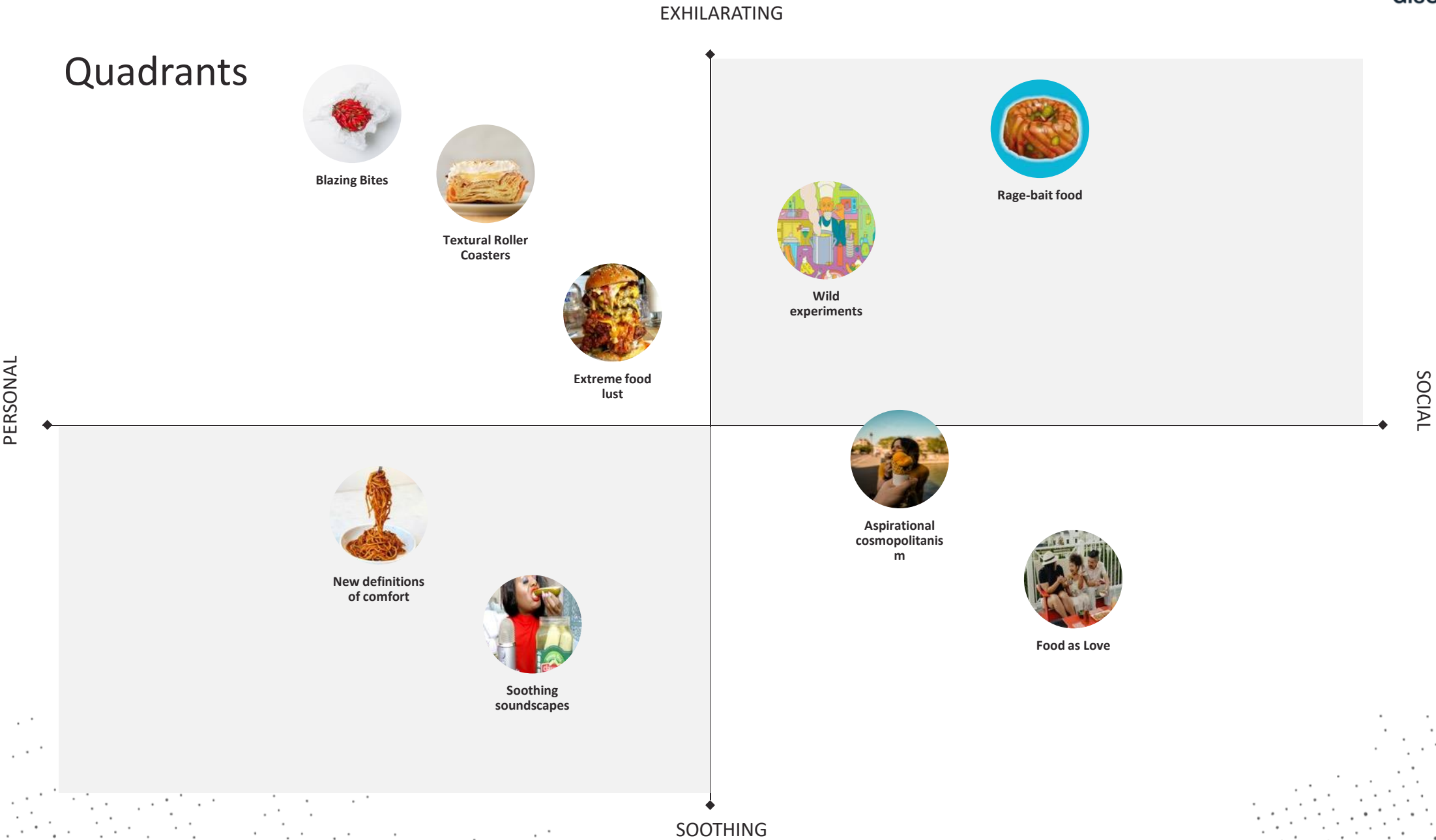
Sensory online worlds: How AI can help us unlock the evocative metaphors consumers use to talk about food and drinks online

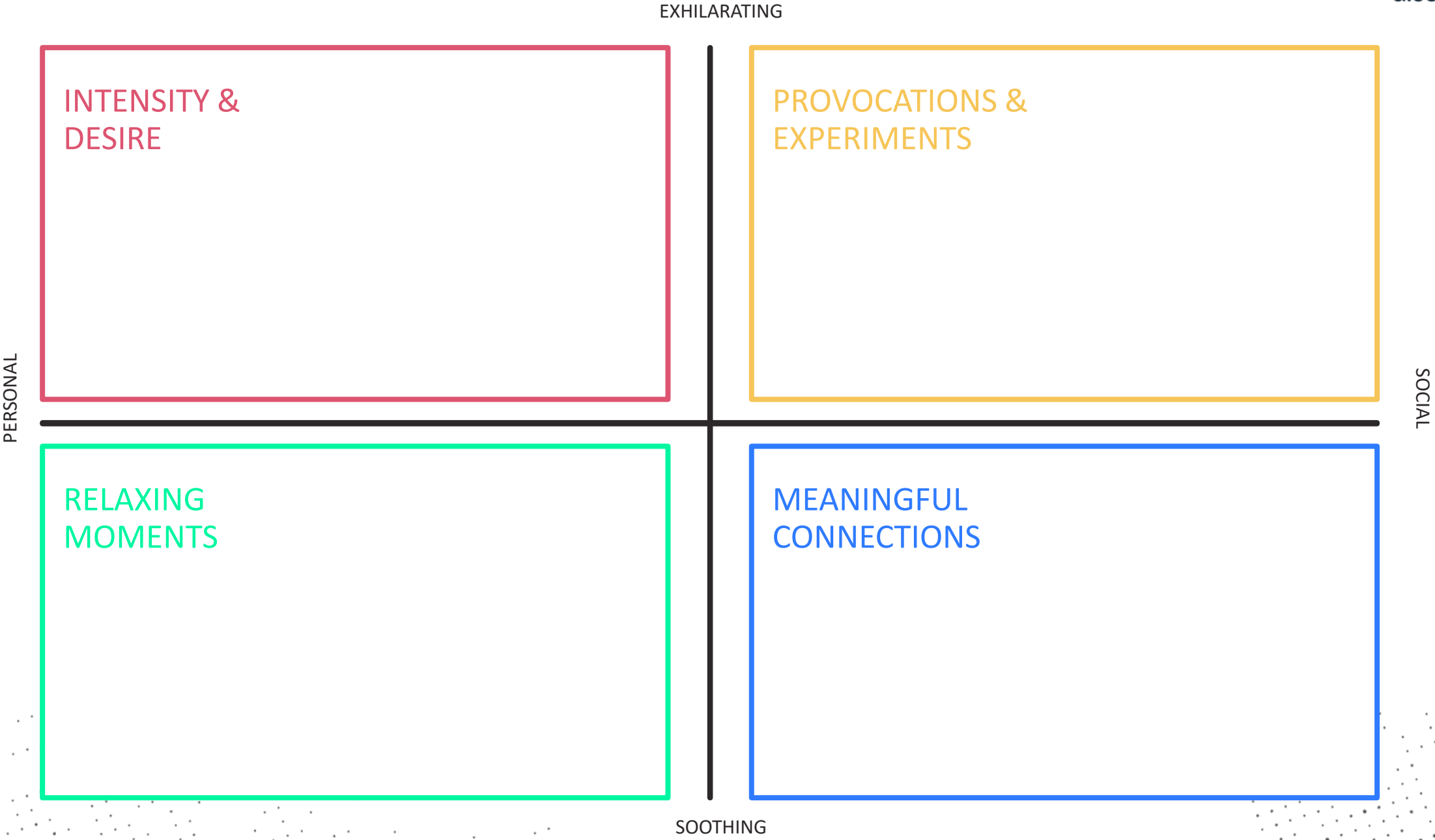
From sensory input to emotional story-telling



- We examined how are consumers using language and imagery, including onomatopoeic words, puns neologisms and metaphors, to talk about their food-related sensory experiences online.
- From mukbang to ASMR videos, and from memes to parodies and viral recipes - we explored new ways to convey effective messages around the irresistibility of food and drink products.
- We focused on the deeper emotional connections of certain sensory experiences to better understand the human truths and cultural trends around the different organoleptic qualities.

Quadrants





INTENSITY AND DESIRE

Blazing Bites

Inspired by the Gen Z craze for fiery and sour flavours, we explored the language and imagery they use to convey the allure of foods that pack a punch. From tongue-tingling metaphors to sizzling memes, this space looks into the deeper emotional connections and cultural trends surrounding the diverse aspects of sensorial intensity.

How it shows up in online conversations:

“I’m Yoruba but spicy Chinese hot pot was literally unbearable to eat 🌶️ felt like my tongue was gonna fall off QT @user: is anyone from a spicy food culture that goes to another spicy food culture but the people there claim your spicy food is spicier?”



Textural Roller-Coasters

Divergent textures collide in harmonious discord. From the interplay of smoothness to crunch, delicate airiness and robust chewiness, this is an exhilarating combination of contrasting mouthfeels. Traditionally a space of desserts and savoury dishes but increasingly relevant in beverages

How it shows up in online conversations:

“In this video, you'll learn: ✓ How to make healthy vegan tofu snacks in the waffle iron ✓ How to make crispy vegan tofu snacks in the air fryer ✓ How to make crunchy vegan keto snacks ✓ How to press tofu ✓ How to make a creamy vegan tzatziki ✓ How to use a waffle iron to dehydrate tofu ✓ A surprising use for a waffle iron”



Extreme Food Lust

Away from directives about restraint and control, this is about indulging in the ultimate gastronomic indecency - a realm where culinary hedonism reigns supreme. Dripping sauces and sticky toppings in explicit food porn that flaunts its obscene opulence and unhinged maximalism.

How it shows up in online conversations:

"I'm cooking that viral chicken Ceaser pasta salad for dinner tonight & I'm so thirsty for it I'm about to start it now lol Dinner before 6pm... I think so 😋"



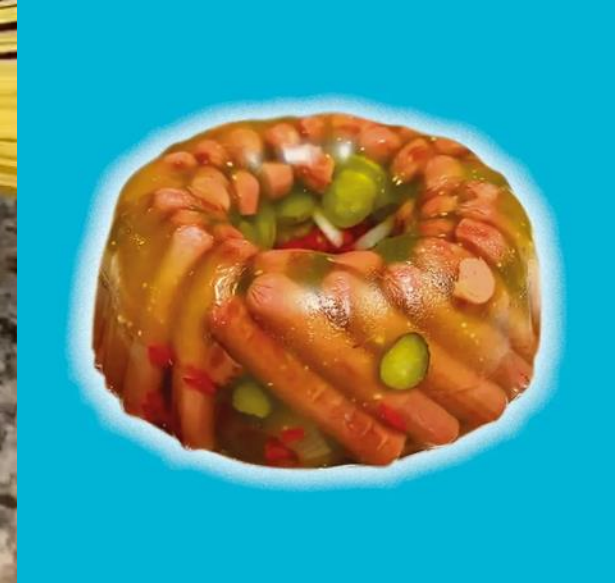
PROVOCATIONS & EXPERIMENTS

Rage-Bait Food

Culinary spectacle designed to incite outrage. Here, viral videos shamelessly destroy cherished recipes. Content that ranges from unforgivable ingredient combinations to blasphemous cooking methods - these deliberately provocative displays exist solely to ignite a firestorm of comments and enraged engagement.

How it shows up in online conversations:

“🍔 From the overly ambitious food experiments gone horribly wrong to the cringe-worthy kitchen mishaps that make you question, "How did that happen?" – we've scoured TikTok to find the most jaw-dropping, taste-bud-terrorizing creations out there”



Wild Experiments

Uncharted realms of flavour, where culinary boundaries are pushed to their limits in pursuit of wild experimentation. Here, daring chefs and irreverent foodies forge unusual flavour combinations. This space is about embracing the spirit of culinary rebellion and letting your taste buds embark on an expedition into the wonderfully weird.

How it shows up in online conversations:

“Woman goes viral for cooking ‘perpetual stew’ for 40 days straight”



RELAXING MOMENTS

New Definitions of Comfort

Embracing the warmth of familiarity, this space celebrates the classics of comfort food. This is about simplicity, with unpretentious formats and flavours that offer a respite from overcomplicated options. This focuses on the pleasure of trusted, hearty favourites that can be reaffirmed and reimagined with modern flair.

How it shows up in online conversations:

“Packed with flavor and nutrients, this creamy soup combines tender broccoli florets, succulent shrimp, bacon and rich cheddar cheese for the ultimate comfort food experience”



Soothing Soundscapes

Soothing soundscapes that elevate the act of food consumption to a multisensory experience. The gentle whispers of sizzling oil, the crackle of crispy textures, and the fizz of effervescent beverages. Inspired ASMR, this space invites us to indulge the sound of culinary delights.

How it shows up in online conversations:

“Indulge in our daily uploads of ASMR food sounds, including crunchy, chewing, and biting noises that are guaranteed to soothe your senses”



MEANINGFUL CONNECTIONS

Aspirational Cosmopolitanism

Food bloggers and influencers showcasing global gastronomy. A kaleidoscope of cultures and cuisines seen through social media. From the bustling streets of exotic metropoleis to the rustic charm of remote villages, savouring distant flavours and traditions.

How it shows up in online conversations:

In this immersive journey through Saigon's bustling streets, join me on an unforgettable visual odyssey capturing the vibrant essence of this electrifying city



Food as Love

Exploring the connection between nourishment and affection, where every dish is an expression and labour of love. Comforting aromas wafting from grandma's kitchen, ingredients lovingly selected and prepared with tender care. From the simple act of packing a lunchbox to the elaborate family feast, this space honours the universal language of love spoken through cuisine.

How it shows up in online conversations:

"The simple pleasures in life, sitting alone in a restaurant in Italy, watching and listening to all the friends and families sitting nearby, the love and affection on show"



Reflections & thought-starters



DECADENTCOMFORTS

From intense maximalism to a celebration of all comfort foods – and from nostalgia to soothing ASMR – food content provides a moment of respite during trying times.



FOODASCONTENT?

Food content is not necessarily about inspiring cooking – often, it's just a type of entertainment (or even rage-tainment). Viral food is a whole world we need to better understand.



BODILYSENSATIONS

In a time when big parts of our lives are taking place online, we crave experiences that will excite our bodies – spice, texturality, extreme contrasts. Maybe intense food experiences remind us we still have bodies?



Thank You!

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