

Taste Your Brand:

How to Target Flavors to Enhance Your Brand Image

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Liz Goodgold

I was indulging in my favorite treat of listening to Lynne Rossetto Kasper's [Splendid Table](#) radio show, when I truly started to focus on how flavors can create an indelible and delectable brand image.

We know that great brands are experienced through our five senses, but most of us forget that even in business to business situations we can use taste to influence perception. Targeting flavors to our brand could become a sweet pairing.

Target Flavors to Your Target Market

Ms. Kasper, radio host, reminded listeners that as we get older, our saliva production and our ability to detect salt decreases. Well these inconsequential facts can be just that: inconsequential. BUT, if you are part of the exploding market servicing seniors, this data can play important dividends. If you are hosting a dinner or banquet, you could opt for Beef Bourguignon over New York Strip Steak or Eggs Benedict over scrambled eggs. Further, you might pump up the acidic note with a wine or vinegar marinade balancing out the need for more salt. Most importantly, these subtle menu changes will make the meal more enjoyable for your guests.

Create a Connection

Thanks to [Coffee Ambassador](#), I had in my office the magnificent Flavia C400 that brews amazing coffee, lattes, hot chocolate, and green tea by the cup. Virtually every visitor to my office, including children, couldn't wait to wake up their taste buds with a little cup of joy. I had literally created a connection between that brand and my own.

[Doubletree Hotels](#) has mastered the art of taste and brand with its iconic chocolate chip cookies. Giving out over 29,000 delectable morsels each year makes many a weary road warrior (myself included!) smile.

Take Them Out to Lunch

If you cannot create an edible image for your brand, feel free to create a co-branding opportunity by taking your client, customer, or prospect to a stellar restaurant. Ahhh, but here's the catch - try to always make it the same restaurant so that you start to build a deep connection. Traditions such as brunch at Carnegie Deli, dinner at the Palm on your birthday, Auntie's bean casserole, and my son's cheesecake become the basis of memories for years to come.

The research here is clear: the more senses I engage during a personal interaction, the higher the recall and the more positive the experience. So, our mothers were right when they told us to treat visitors like esteemed guests. Always offer them water, coffee, or a little nibble. Indulging with them will make the memory better and clearer.

[Let me know](#) how you're using your taste buds to heighten your brand.

Until next week....Liz

Meet Liz Goodgold



Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at liz@redfirebranding.com

Liz is also the author of [*RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life*](#) and [*DUH! Marketing.*](#)