Taste or Smell?

You'll be surprised how much your sense of taste depends on smell.

WHAT TO DO

Close your eyes and choose a jelly bean. Plug your nose with your other hand, then pop the jelly bean into your mouth and slowly chew without swallowing. Can you guess the flavor? Now unplug your nose and continue to chew. Can you guess the flavor now?

WHAT'S HAPPENING?

It's easy for most people to taste different flavors in foods, but much of what we taste is actually due to what we are smelling at the same time, as our mouth and nose are connected. Without the clues that we get from smell, it can be very difficult or even impossible to tell what we are tasting. This is why your food often tastes bland when you have a cold and your nose is stuffed up.

