



## TiE Food Network conducted one-of-a-kind Sensory workshop on all about food; Living the life of a Sommelier

### Flavoring Workshop conducted in association with TagTaste

**Mumbai, July 24, 2021:** TiE Mumbai recently conducted a unique, entertaining and educative Sensory workshop for its members on the Concepts of Sensory Evaluation and Live food Tasting. Taste is oral, while flavor is multi-sensory, this 3-hour session focused on the appreciation and recognition of food with regards to its appearance, aroma, texture, taste and sound.

“As children, we learn the names of all sorts of shapes, colors, and sounds. But when it comes to the way things smell or taste, the only language we ever hear is qualitative — good and bad, yummy and yucky, delicious and disgusting. Once you start trying, you notice how difficult it is to assign language to taste and smell; training is a prerequisite. Our services were so far limited to food companies and restaurants; we are pleased to be extending our services to consumers and are making our debut with the TiE Mumbai community.” said **Jaspal Sabharwal, Co-founder TagTaste.**

“I think the last decade has seen new age food companies concentrating on tech enablers in the food business rather than the food itself and thus we've seen some great brands giving food with above average taste. The difference between great and good food businesses is going to be great scalable GLOCAL products coupled with robust marketing and tight operations. For the foodpreneurs, the FLAVORing workshop could be a good starting point to a multi-sensory food journey that they should take their consumers through.” said **Sanket S, Chief Collaborator-Wolume up and Lead, TiE Food Network.**

“This workshop lends well into our capacity building agenda for the ecosystem. This flavor workshop by TagTaste is a small step into equipping and making future Food Entrepreneurs who can go on to build great businesses and thereby a robust Industry. TiE Mumbai constantly endeavors to bring innovative sessions to add value and create a unique experience for its members”. said **Naveen Raju, Executive Director, TiE Mumbai.**

The Workshop aimed to help in rediscovering our senses and finding the connection and reasons behind why we like or dislike certain things. It also enabled participants to Learn the language of describing food. (A little more than just good, bad, tasty, yucky.) and appreciating food that we eat, hence moving towards mindful eating. It also helped augment appreciation and consciousness of our taste buds and the fact that each one has been blessed with some unique genes that helps one experience food the way we do. It also taught participants a Smarter way to eat.

The workshop also gave a peek into the 6th taste recently discovered - **KOKUMI**. No tastings notes were taken on the paper, instead, a structured questionnaire based on the concepts learned were accessed on the TagTaste app. Tasters answered the questionnaire on the app and the data thus collected from all the tasters instantly formed a sensogram. The workshop ended with a detailed discussion on Sensogram for



the product tasted. Participants received a certificate on completion of the workshop. Most ingredients for this workshop were easily available at home making it an enjoyable activity for the entire family.

#### **About TiE Mumbai**

The Indus Entrepreneurs (TiE), was founded in 1992 in Silicon Valley by a group of successful entrepreneurs, corporate executives, and senior professionals with roots in the Indus region. Since 1992. TiE has been supporting entrepreneurs by offering education, mentorship, networking and funding opportunities. The mission of TiE is to foster entrepreneurship globally through the 5 pillars of TiE : mentoring, networking and education, funding and incubation. Dedicated to the virtuous cycle of wealth creation and giving back to the community. TiE's focus area is to generate enable the next generation of entrepreneurs. There are currently 11,000 members, including over 2,500 charter members in 60 chapters across 17 countries. TiE's mission is to foster entrepreneurship globally through mentoring, networking, and education. Dedicated to the virtuous cycle of wealth creation and giving back to the community, TiE's focus is on generating and nurturing our next generation of entrepreneurs.

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