

# Importance of Food Presentation

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**Abstract:** *Food plating is arranging and decorating food to enhance its presentation. The first experience of any dish is how it looks, followed by its aroma and Taste. Food presentation is an art crafted by creativity. The crockery and the garnish also plays an important role in plating. The reason behind selection of this topic is to provide information about how plating food can be so pleasing to the eyes of diners*

**Keywords:** Food Presentation, Food Art, Food Creativity, Food Craft

## I. INTRODUCTION

Before the food ever touches your tongue you've already tasted it? That may sound impossible, but we visually taste our food long before we ever taste it in our mouths. As you see a waiter carrying your plate to your table to begin deciding how the meal will taste based on how the food looks. In simpler terms, this visual tasting experience comes down to good or bad food presentation. If the food looks appetizing, you're more likely to want to try it and enjoy it when you do.

Two plates of food containing the exact same ingredients can be placed on a table to choose from, and by human nature, we will choose the more visually appealing plate every time. The same ingredients with a different presentations can make or break the success of a dish.

### Objectives

Understanding the importance of Food Plating and Presentation

### Presentation is Art

The best way for a chef to stamp their personality into a dish is through food presentation. Serving food to guests is an artistic endeavour in which you have creative control over the final product. You can use the food's texture, colour, and flavour to create a masterpiece on the plate with a little more time spent plating. Using a more abstract technique, you can create something completely unique, or you can use a traditional presentation to highlight the culture of the food. Food presentation is the key to pulling all five senses into the experience of eating. Hear the food being cooked, smell the ingredients, enjoy the texture as you eat, create an unforgettable taste, and of course, visually taste the food before it ever hits your tongue.

This is especially significant nowadays when every social media feed has become some sort of culinary magazine! In today's food culture, it is a must that your food plating be Instagram-worthy.

There should be a balance of sense and style in how you present your food. It should be interesting enough that it does not look stiff and boring, yet tasty enough that it lives up to its visual appeal. Presenting your dish attractively is no doubt substantial in presenting your restaurant. Here are some reasons why:

#### 1. The promise of flavour

The first look at a well-presented dish always makes you want to go for a bite, this even makes the digestive juices flow and tempts you even more. It has been. Good-looking food is always thought to be tastier to diners than a dish that has not been well presented. A good-looking dish also gives a positive impression to the diner that a lot of care and effort has gone into the preparation of the dish.

#### 2. A lasting impression

Your diners will always remember their first visit to your establishment, and guess what—they see your food with their own eyes first! They will assess it based more on its appearance than its taste. If you don't visually impress your diners with your dish, even your best and the most savoury dish won't make an impression.

### **3. Presenting food is presenting your restaurant**

People don't go only to a restaurant to satisfy their hunger, they go there to celebrate with family, go on a date with their significant other, or just to catch up with old friends. Good food and everyday life are celebrated at your restaurant! Your restaurant's inclusive appeal should communicate the statement you wish to make, and a key component of that is the quality of your food.

### **4. Mindful eating**

A key component of mindful eating is observing our food. A straightforward exercise is to look closely at an object—in this case, the food in front of us—and work backward to its “origin”—that is, to consider all of the components or factors that have contributed to its current state beautifully plated dish is easier to analyze for the diner as compared to a sloppy careless plate. When you plate a dish the chef should picture how it should be consumed in his mind. Will the asparagus enhance the flavor of the Grilled Salmon? The way they are plated together should reveal it to the guest, eliminating the need for them to guess. Presenting a dish according to its nutritional classification

### **5. Eating as a sensory experience**

It is true that eating involves the senses. A meal's ability to arouse your senses determines its success. The way you enjoy your meal depends on a number of factors, including how it looks, tastes, smells, the atmosphere, and you personally. Dining is most likely to be enjoyable when all of your senses—not just your taste buds—are pleased. Furthermore, diners rated an artistically arranged salad as more delicious and were willing to pay more for it during a recent behavioral experiment. Our minds can deceive us into liking our food more when we are having a great time—this has been scientifically proven.

### **6. Free ads for the Chef and the Establishment with all the Social Media food photos your diners will share for you (Free Promotion & Publicity)**

People these days have officially become "foodies," posting photos of food on all social media platforms prior to actually eating it. If your food is visually appealing enough to be pinned on Pinterest, it can reach a wider audience! Definitely one of the many amazing advantages of the generation that grew up with internet access. Make the most of it by offering your food in a way that will tempt others to sample it! Food presentation is important, no question about it. You have to get good at making your food look so good that your guests will be drooling before they even taste it. They will undoubtedly have an experience from this that they will never forget.

## **II. LITERATURE REVIEW**

(Zellner 1991) - Although we think of our liking for food as being the result of its flavor (gustatory and olfactory qualities) and maybe its texture or burn, a large literature exists showing that a great many other factors contribute to our liking for a particular food (Zellner 1991)

(Gregoire, 2004) A meal begins with the eye – with the visual appeal of the food on a plate, at least when a meal is a gastronomic occasion. This is certainly why so much time is spent in culinary institutes of all types on the importance of presentation aesthetics (i.e., plating). Within the culinary arts, balance and color are seen as important factors contributing to the aesthetic appeal of food on a plate (Hutchings, 1999, Spears and (Gregoire, 2004).

(Seoul University, 2020) Plating increases familiarity and liking without the loss of ethnic authenticity (Department of Food and Nutrition,

(Spence C, Levitan C, Shankar MU, Zampini M) - If, as the popular expression goes, we ‘eat with our eyes’, then the visual presentation of food may also turn out to be almost as rich and important as the sensory qualities of the food itself in terms of determining the expectations, experience, and memory of a dish.

(Schifferstein et al., 2020) -The sense of sight plays a major role in determining what consumers find attractive (Schifferstein et al., 2020). For instance, when food is presented in a more pleasant way, people enjoy the food on the plate more mature Review

## **III. RESEARCH METHODOLOGY**

The researcher has used Secondary data, books, journals, websites, and videos for this study.

#### **IV. CONCLUSION**

Guests who were served the visually appealing salad expressed greater satisfaction with its taste and expressed a willingness to pay a premium for it, despite the fact that the salad's ingredients were the same as those in the other preparations. However, this should not be entirely surprising as a well-plated dish implies that a lot more effort went into it. Since they can see it, customers are willing to pay more for this kind of attention to detail. It is said that "First impression is the Last impression." This means that the first impression matters a lot. The same goes for food. The first impression that the guest has of the dish is by seeing the food that he/she is going to eat. If the food is presented nicely the impression is good otherwise the whole experience is spoilt. Thus, the presentation and styling of food are really important in today's scenario.

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