

Table 21.5. Percentage of respondents selecting different sensory attributes as key to craveability

	Percentage			
	Taste	Aroma	Appearance	Texture
<i>Average across foods</i>	90	45	43	33
Taste is key				
Ice cream	95	7	46	50
French fries	95	50	46	39
Potato chips	93	24	24	40
Cheese	93	41	43	40
Hamburger	93	57	50	18
Cola	92	19	10	7
Pizza	91	53	61	21
Coffee	91	92	15	11
Taco	91	54	46	17
Peanut butter	91	49	21	61
Nuts	90	47	39	19
Aroma is key				
Coffee	91	92	15	11
Chicken	89	72	54	26
BBQ ribs	89	72	54	26
Cinnamon rolls	84	69	62	17
Appearance is key				
Cinnamon rolls	84	69	62	17
Pizza	91	53	61	21
Cheesecake	87	17	61	58
Steak	83	52	59	38
Texture is key				
Peanut butter	91	49	21	61
Cheesecake	87	17	61	58
Ice cream	95	7	46	50

Data courtesy of It! Ventures, Inc.