

Beat: Lifestyle

## FOOD MORNING #7 - CULTURE PLAISIR - MORE RABELAISIAN SPIRIT

### GOURMAND AND UNINHIBITED

PARIS, 14.10.2021, 15:26 Time

**USPA NEWS** - Hedonistic eating is emotional eating. It is driven by the need for pleasure not hunger. When eating is motivated by pleasure, rather than hunger, in the brain reward chemical signals are activated which leads to overeating. The phenomenon ultimately affects weight and may be a major factor in the rise of obesity....

Hedonistic eating is emotional eating. It is driven by the need for pleasure not hunger. When eating is motivated by pleasure, rather than hunger, in the brain reward chemical signals are activated which leads to overeating. The phenomenon ultimately affects weight and may be a major factor in the rise of obesity.... A Healthy Hedonist is someone who is seeking pleasure and happiness in a more mindful way: a person who wants to celebrate life but to also live consciously... It means enjoying the beautiful pleasures life has to offer, while being aware of the impact of our decisions on our body and our mind.

Today's consumers are health and wellness consumers. Whereas many Europeans once believed the old saying 'You are what you eat,' people nowadays tend to follow 'You are what you don't eat.'... When food and drink are abundant, it is easy to take them for granted. When we take them for granted, it is easy to stop paying attention to what is on our plate or in our mouth. When we stop paying attention, we stop smelling and tasting and get less of an experience from the meals we eat. Then, when eating more doesn't make us feel satisfied, we try turning up the intensity of taste sensations rather than slowing down and savoring the taste sensations already available.

FOODMORNING 7th EDITION Event (@ Yacht De Paris - Les Salons Network (at the edge of the Seine) - On Octobre 7, 2021.

The morning was placed under the Theme: Pleasure Culture

"Culture" because to eat is to know

"Pleasure" because we deserve it and that there is no better in life

The Morning Sessions were as follow:

- WHEN PLEASURE IS CULTIVATED

- CULTURE: IT MOVES ALL THE TIME

- "PSYCHO" PLEASURE MARKETING

Throughout the World, major shifts in Dietary Patterns are occurring, even in the consumption of basic staples towards more diversified Diets. Accompanying these changes in Food Consumption at a global and regional level have been considerable Health consequences. Populations in those Countries undergoing rapid transition are experiencing nutritional transition. The diverse nature of this transition may be the result of differences in socio-demographic factors and other consumer characteristics.

Eating is, first and foremost, about pleasure. So what if food marketers focused on pleasure instead of, volume and value, calories and cost, as if they were in the energy business? And what if public health campaigns or parents focused on pleasure, not health and not fear of diabetes-induced amputation? Could pleasure be a path to both healthier eating and sustainable growth for the industry?... The mere idea of associating "pleasure" and "better eating habits" might seem preposterous, accustomed as we are to pitching pleasure against health.

So many people love food, love the pleasure of food, and in an ideal galaxy, would love to have a lot more pleasurable foods coming through the pipeline. This makes perfect sense, as we are literally and physiologically built for pleasure.

Source: FOODMORNING 7th EDITION Event (@ Yacht De Paris - Les Salons Network (at the edge of the Seine) - On Octobre 7, 2021.

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