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How color can influence the success story of your food company

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Which of the senses is the boss for eating or shopping food? It would be logical to assume, that the eating part is dominated by the sense that tells how food tastes. This tastes bitter, that tastes like strawberries – all that information is processed via the mouth, isn't it? Researches show, that it is in fact our eyes leading the way, our tongues follow. "People's perception is typically dominated by what their eyes see", writes Charles Spence, Oxford Professor of Experimental Psychology. We eat (and shop Food) with the Eyes! Learn about Human Beings perceive color, how color selection in food and their packaging can destroy or push success and how big the influence of Color Psychology is regarding our food choices.

Biography

Carola Seybold has completed her Diploma from Lake of Constance University (GRMY) and further finalized her Marketing studies from University of Hohenheim (GRMY). Before joining Pantone LLC in 2008, she has worked as a Senior Consultant at Glasmeier & Partner Int. She works as the Director of Business Development for Pantone LLC in Europe, Middle East and Africa and leading also the Marketing in Pantone EMEA.

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