List of Reading Material

1. <https://goodfileshare.com/the-flavor-bible-pdf>



1. [https://doi.org/10.1177%2F1071181319631347](https://doi.org/10.1177/1071181319631347)

 **An Eye-Tracking Analysis of a Restaurant Menu**

 [Joshua K. Smith](https://journals.sagepub.com/doi/abs/10.1177/1071181319631347), [Jacob D. Guliuzo](https://journals.sagepub.com/doi/abs/10.1177/1071181319631347), [Jacob D. Benedict](https://journals.sagepub.com/doi/abs/10.1177/1071181319631347)

1. <https://doi.org/10.1002/jcpy.1231>

Dipayan Biswas, Lauren I. Labrecque, Donald R. Lehmann. Effects of Sequential Sensory Cues on Food Taste Perception: Cross‐Modal Interplay Between Visual and Olfactory Stimuli.