

Human Nutrition Reviews

Sweetness

Edited by John Dobbing



Springer-Verlag

Sweetness

Edited by John Dobbing

With 33 Figures

Springer-Verlag London Berlin Heidelberg New York Paris Tokyo John Dobbing, DSc, FRCP, FRCPath

Professor of Child Growth and Development, Department of Child Health, University of Manchester, Oxford Road, Manchester M13 9PT

ISBN 3-540-17045-6 Springer-Verlag Berlin Heidelberg NewYork ISBN 0-387-17045-6 Springer-Verlag New York Berlin Heidelberg

Library of Congress Cataloging-in-Publication Data

(ILSI human nutrition reviews) Papers presented at a symposium held in Geneva, May 21–23, 1986 and sponsored by the International Life Sciences Institute.

Includes bibliographies and index.

1. Sweetness (Taste) – Physiological aspects – Congresses. 2. Sweetness (Taste) – Psychological aspects – Congresses. 3. Sweetness (Taste) – Social aspects – Congresses. 4. Food – Sensory evaluation – Congresses. I. Dobbing, John. II. International Life Sciences Institute. III. Series. [DNLM: 1. Carbohydrates – congresses. 2. Sweetening Agents – congresses. 3. Taste – congresses. WI 210 S974 1986] QP456.S93 1987 152.1°67 86-24777 ISBN 0-387-17045-6 (U.S.)

The work is subject to copyright. All rights are reserved, whether the whole or part of the material is concerned, specifically those of translation, reprinting, re-use of illustrations, broadcasting, reproduction by photocopying, machine or similar means, and storage in data banks.

© Springer-Verlag Berlin Heidelberg 1987 Printed in Great Britain

The use of registered names, trademarks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

Product Liability: The publisher can give no guarantee for information about drug dosage and application thereof contained in this book. In every individual case the respective user must check its accuracy by consulting other pharmaceutical literature.

Photosetting by Tradeset, Welwyn Garden City, Herts. AL7 1BH Printed by Henry Ling Limited, The Dorset Press, Dorchester.

2128/3916-543210

Preface

Very few books, especially when written by many authors, have passed through any serious process of peer review. That this one has done so is due to the special way in which it was produced.

All eighteen authors were asked to submit chapters which were then circulated to each of the others. Everyone was asked to write considered Commentaries on each chapter, with references where necessary, and these too were circulated to all the other authors.

The purpose of the Commentaries was to be constructively critical and, where appropriate, to highlight areas of difference rather than to reach a consensus. Research workers, of course, always strive to reach a common truth in the end, but in the process their findings and ideas pass through a seemingly interminable period of discussion and argument; and during this time their enthusiasm is sharpened by the constructive cut-and-thrust of lively debate. Progress, indeed, comes as much from open discussion as from new discovery. New ideas and new results are regularly dipped in the acid of other people's opinions and findings, so that what remains is refined and likely to be reliably contributory. Our book is meant to be a contribution to that process.

When all this had been done the eighteen authors and the Editor were able to meet together for two long days and finally hammer out those arguments which were much less easy to discuss by correspondence. We met privately and informally, without any audience and with no recording, working through each chapter in turn and all the Commentaries until the finished product emerged.

Each chapter, however, remains its author's responsibility. After reading and listening to everyone else's attitudes to his subject, and after defending his own, an author was left completely free to write the chapter in the way he wanted. It was nevertheless often interesting to see what a substantial modification actually took place as a result of the full and frank discussions we were able to have in a closed, domestic atmosphere.

Those Commentaries which resulted in changes in the chapters have not been published in the book. Those which remain and are reproduced vi Preface

at the end of each chapter are some which address points of scientific interpretation which were not, or did not need to be, resolved. In some cases the original author has contributed his 'reply' and this immediately follows the relevant Commentary.

You, the reader, cannot therefore participate in much of the fascinating 'domestic' debate we had. It was private to us, just as the referees' comments on a paper submitted to a learned journal are private. But in return we can and do present you with chapters which have been peer-reviewed like no other, by seventeen colleagues in the general field; and we hope you will appreciate this and even be able to discern the advantages of their enhanced quality.

Editorially we have tried to respect the differences between American and English English; all non-American chapters of whatever nationality are, as far as possible, expressed in the English variety. The way in which the book was produced, and the way we worked, allowed a much faster publication time, but that did involve everyone in much more work than is usual in an enterprise of this kind, and may also have resulted in a few errors, for which we apologise.

We would like to record our Editorial appreciation of the way authors responded to what on occasions were importunate demands, and we hope the final product will be regarded by them too as the better for all their hard work. We are also grateful to our Publishers for their ready cooperation.

Finally our grateful thanks are due to the International Life Sciences Institute (ILSI), whose Organising Committee selected the participants and who sponsored our endeavour, to my secretary Mrs. Irene Warrington, who bore the brunt of an immense administrative load, and to my wife, Dr. Jean Sands, who helped a great deal in the detailed scientific management. At the end of our deliberations a public Symposium was held in Geneva, on 21–23 May 1986, again sponsored by ILSI, at which the authors presented their finished papers.

St. Julien de Cénac June 1986

John Dobbing

Note

Sweetness is a sensation that all of us experience and which seems to affect a good deal of our eating and our social behaviour. When we invited distinguished scientists from the fields of fundamental research, health and the food industry to join together to write this book they were asked as far as possible to consider *sweetness*, as distinct from *sweeteners*, and we think this is the first time *sweetness* has been specifically treated in this way. However, contributors have naturally not always been able to distinguish between the two because of the obviously indissoluble link between them. Our book therefore does deal, though not exhaustively, with sugar where this seemed relevant.

The Organising Committee

Contributors

Dr. Linda M. Bartoshuk John B. Pierce Foundation Laboratory, 290 Congress Avenue, New Haven, Connecticut 06519, U.S.A.

Dr. Gary K. Beauchamp Monell Chemical Senses Center, 3500 Market Street, Philadelphia, Pennsylvania 19104, U.S.A.

Dr. Gordon G. Birch National College of Food Technology, Department of Food Technology, Food Studies Building, University of Reading, Whiteknights, Reading RG6 2AP, England

Prof. Elliot M. Blass Department of Psychology, The Johns Hopkins University, Baltimore, Maryland 21218, U.S.A.

Dr. D. A. Booth Department of Pathology, The University of Birmingham, PO Box 363, Birmingham B15 2TT, England

Professor Matty Chiva Centre de Psychologie de l'Enfant, 200 Avenue de la République, 92001 Nanterre Cedex, France

Dr. M. T. Conner*
Department of Psychology, The University of Birmingham, PO Box 363, Birmingham B15 2TT, England

Dr. Beverly J. Cowart* Monell Chemical Senses Center, 3500 Market Street, Philadelphia, Pennsylvania 19104, U.S.A. xvi Contributors

Dr. N. Daget*

Research Department, Case Postate 88, CH-1814 La tour de Peilz, Switzerland

Dr. Adam Drewnowski

The University of Michigan, School of Public Health, Ann Arbor, Michigan 48109, U.S.A.

Dr. Claude Fischler

Association Française pour un Science de l'Homme, 3 rue Fessart, 92100 Boulogne, France

Dr. Jan E. R. Frijters

Department of Human Nutrition, De Dreijen 12, 6703 BC Wageningen, The Netherlands

Dr. Barbara K. Giza*

University of Delaware, College of Arts and Science, Department of Psychology, 220 Wolf Hall, Newark, Delaware 19716, U.S.A.

Dr. Edward Hirsch

Human Engineering Branch, Behavioral Sciences Division, Science and Advanced Technology Laboratory, US Army Natick Research and Development Center, Natick, Massachusetts 01760, U.S.A.

Dr. Debra S. Judge*

College of Agriculture, Agricultural Experiment Section, Department of Consumer Sciences, University of California, Davis, California 95616, U.S.A.

Dr. S. Marie*

Department of Physchology, The University of Birmingham, PO Box 363, Birmingham B15 2TT, England

Dr. Herbert L. Meiselman

DOD Food Program, US Army Natick Research and Development Center Natick, Massachusetts 01760, U.S.A.

Prof. R. M. Pangborn

College of Agricultural and Environmental Sciences, Department of Food and Science and Technology, 1480 Chemistry Annex, University of California, Davis, California 95616, U.S.A.

Dr. Danielle Reed*

Department of Psychology, Yale University, 2 Hillhouse Avenue, PO Box 11A Yale Station, Newhaven, Connecticut 06520-7447, U.S.A.

Dr. J. Rodin

Department of Psychology, Yale University, 2 Hillhouse Avenue, PO Box 11A Yale Station, Newhaven, Connecticut 06520-7447, U.S.A.

Contributors xvii

Dr. Barbara Rolls

Department of Psychiatry and Behavioral Sciences, The Johns Hopkins Hospital, Henry Phipps Psychiatric Clinic, 600 N. Wolfe St., Baltimore, Maryland 21205, U.S.A.

Dr. Paul Rozin

Centre for Advanced Study in the Behavioral Sciences, 2020 Junipero Serro Boulevard, Stanford, California 94305, U.S.A.

Prof. Howard G. Schutz

College of Agriculture, Agricultural Experiment Station, Department of Consumer Sciences, University of California, Davis, California 95616, U.S.A.

Prof. Thomas R. Scott

University of Delaware, College of Arts and Science, Department of Psychology, 220 Wolf Hall, Newark, Delaware 19716, U.S.A.

Dr. P. Würsch

Research Department, Case Postale 88, CH-1814 La tour de Peilz, Switzerland

^{*} Did not attend workshop

Contents

SECTION I. The Nature and Taste of Sweetness

Gordon G. Birch	3
Introduction Theories of Sweetness Chemical Classes Which Cause Sweetness Quality, Intensity and Persistence of Sweetness in Relation to Chemical Structure Interactions of Molecules and Tastes The Fundamental Chemoreception Mechanism New Approaches to Sweetness Chemoreception Studies Conclusions	3 3 5 7 7 9 10 12
Chapter 2. Neurophysiological Aspects of Sweetness Thomas R. Scott and Barbara K. Giza	15
Introduction The Neural Code for Sweetness Spatial Distribution Temporal Distribution Conclusion Sweetness and the Neurophysiology of Hedonics General Considerations Alterations in the Neural Code for Sweetness Conclusions Summary Commentary	15 15 15 20 21 21 21 22 28 28 31
Chapter 3. Is Sweetness Unitary? An Evaluation of the Evidence for Multiple Sweets Linda M. Bartoshuk	33
Introduction Neurophysiological Evidence for Multiple Sweet Receptor Mechanisms	33

Single Fiber Recordings	33
Substances That Compete with or Damage Sweet Receptor	
Mechanisms	34
Saccharin and Sucrose Mixtures	36
Species Differences in Responses to Sweeteners	36
Psychophysical Evidence for Multiple Receptor Mechanisms	36
Cross-adaptation	37
Sweetness on Various Tongue Loci	41
Sweetness and PTC/PROP Status	42
The Artichoke Effect	42
Correlations Across Sweeteners	42
Sweetness and Diabetes	43
Mixtures	43
Sweetness and Age	44
Sweetness and Reaction Time	44
Summary	44
Commentary	46
Commentary	70
Chapter 4. Selected Factors Influencing Sensory Perception	
of Sweetness	
R. M. Pangborn	49
	49
Introduction	45
Sweetness Responses in Relation to Psychophysical	49
Measurements	
Thresholds and Discrimination	50
Perceived Intensity	50
Descriptive Analysis	51
Affective Tests	51
Interaction of Sweetness with Other Tastes	5
Interactions in Aqueous Solutions	5
Interactions in Foods and Beverages	55
Interaction of Sweetness with Other Sensory Attributes	56
Color	50
Aroma	5
Viscosity	5
Solution Temperature	59
Conclusions	60
Commentary	6.
The second secon	
Chapter 5. Sensory Sweetness Perception, Its Pleasantness, and	
Attitudes to Sweet Foods	
Jan E. R. Frijters	6
Introduction	6
Perceived Sweetness Intensity	6
Experienced Pleasantness of Sweetness	6
The Origin of the Pleasantness of Sweetness	7
Attitudes Towards Sweetness and Sweet Foods	7
Commentary	7
Lonneniaty	/

C **		~
SECTION II.	The Social	Context of Sweetness
DECITORII.	THE OCCIAI	COHICALOLOWECHIESS

Chapter 6. Attitudes Towards Sugar and Sweetness in Historical and Social Perspective Claude Fischler	
Introduction Uses and Perceptions of Sweetness in Western European History: An Overview The Early Status of Sugar: Spice and Medicine The Emergence of Reservations About Sugar "Sweet Revolution" in the Nineteenth Century: the "Vulgarisation" of Sugar Contemporary Attitudes Modern "Saccharophobia" Ambivalent Attitudes and the Social Management of Pleasure	
Fluctuations and/or Trends in Attitudes and Usage Sweets and Sugar in the French Press: a Content Analysis Medicine, Social Ideologies and Individual Behaviour Commentary	3
Chapter 7. Sweetness, Sensuality, Sin, Safety, and Socialization: Some Speculations Paul Rozin	
Sweetness, Sin and Sensuality Sweetness and Safety Some Semantics: What's in a Name? Sweetness and Socialization Intrinsic and Extrinsic Motivation A Psychological Taxonomy of Food Acceptance and Rejection Sweetness as a Socializing Agent Sweetness as Reward: Reversing or Preventing Liking Acquiring Contexts and Meanings Summary Commentary	1 1 1 1 1 1 1 1 1
SECTION III. Inborn and Acquired Aspects of Sweetness Chapter 8. Opioids, Sweets and a Mechanism for Positive Affect: Broad Motivational Implications Elliot M. Blass	1
Introduction Experimental Analyses General Discussion Commentary	1 1 1 1

Chapter 9. Development of Sweet Taste Gary K. Beauchamp and Beverly J. Cowart	127
	127
Introduction	127
Newborn Infants	128
Dietary Experience and Sweet Acceptability	128 130
Age and Sweet Acceptability	132
Discussion	136
Commentary	138
SECTION IV. Sweetness and Food Intake	
Chapter 10. Sweetness and Food Selection: Measurement of Sweeteners' Effects on Acceptance	
D. A. Booth, M. T. Conner and S. Marie	143
Objective Acceptability of Sweetness	143
Perception of Sweetness	143
Objective Influences of Sweetness on Selection	144
Sweetness in the Selection of Familiar Foods	145 145
Development of Effects of Sweeteners on Food Selection	145
Preference for Sweetness Within the Food Complex	146
The Linear Sweetener/Food-Selection Function	147
Food Sweetness Ideal Points and Rejection Points	147
Objective Sensory Distances from Ideal to Rejection	147
The Tolerance Triangle	148
Characterised Tolerance Functions	149
Differences in Sweetness Acceptance Between Individuals	153
Stability of Measurement	153
Variation Among Individuals in Average Ideal	154
Roles of Sweetness in Food Selection	154
Rapid Objective Measurement of Sweetness Selection	154
Weight Control Problems: Sweet Preference or Abnormal Satiation?	151
Normal Role of Sweetness in Food Selection	154 156
Commentary	158
Sommer and the second s	156
Chapter 11. Sweetness and Satiety	
Barbara J. Rolls	161
Introduction	161
Alliesthesia: Physiological Usefulness and the Changing	101
Hedonic Response to Sweetness	161
Sensory-Specific Satiety	162
How Specific Is Satiety?	164
Sweetness and Monotony	164
Differences Among Sugars in Their Effects on Satiety	165
Sweetness in Drinks	166
The Sweet Taste Can Override Physiological Satiety Signals	166
Low Energy Sweet Drinks and Body Weight	167

Contents	xiii
----------	------

Sweet Foods and Caloric Regulation Conclusions Commentary Section V. Sweetness and Obesity Chapter 12. Sweetness and Obesity	169 170 172
Adam Drewnowski	177
Introduction Perception of Sweetness Hedonic Response Individual Differences Complex Systems Taste and Energy Status Infancy and Childhood Conclusions Commentary	177 179 180 181 182 185 186 187 190
Chapter 13. Sweetness and Eating Disorders Judith Rodin and Danielle Reed	193
Introduction Types of Food Eaten Sweet Sensitivity and Hedonic Valuation Biological Mechanisms Relating Sweet Preference to Disordered Eating Conclusions Commentary	193 195 196 198 201 203
Chapter 14. Sweetness and Performance Edward Hirsch	205
Introduction Methodological and Conceptual Issues Research Strategies Defining the Independent Variable Test Population Prevailing Nutritional State Research Findings Sweetness and Children's Behavior Sweetness and Athletic Performance Sweetness and Antisocial Behavior Commentary	205 206 206 209 211 212 212 212 216 218 223
Section VI. Implications of Sweetness	
Chapter 15. Implications of Sweetness in Upbringing and Education	
Matty Chiva	227
Introduction	227

xiv Contents

The Child	228 229 230
Communication Nutritional Education Sweetness and the Nutritional Education of Children Sweetness and the Nutritional Education of Adults	232 232 234
Conclusion	235 237
Chapter 16. Sweetness in Marketing Howard G. Schutz and Debra S. Judge	239
Introduction Consumer Attitudes Sweetness in Contemporary Marketing Methodologies in Marketing	239 239 240 243
Chapter 17. Sweetness in Product Development P. Würsch and N. Daget	247
Introduction Sweetness in the Food System Choice of Sweetener Product Optimisation Establishment of Measuring Instruments Optimisation Trials Conclusions Commentary	247 250 252 254 255 256 258 259
Chapter 18. Sweetness in Food Service Systems Herbert L. Meiselman	261
Introduction Food Attitudes Food Acceptance of Sweet Foods Food Selection and Intake of Sweet Foods Food Waste of Sweet Foods Conclusions Commentary	261 262 265 267 270 272 274
Index	277

Section I

The Nature and Taste of Sweetness