

Subject	Study	Application
OVERALL	<ul style="list-style-type: none"> It has been demonstrated that when a food or beverage item fails to meet our expectations we evaluate it more negatively than when they had been met, immediately and for a long time thereafter 	<ul style="list-style-type: none"> DO: Make sure that you meet the expectations of your guest as not meeting them will lead to negative evaluations of food and beverages on the short and long term.
NAMING OF PRODUCTS	<ul style="list-style-type: none"> Heston Blumenthal (owner of The Fat Duck) served a savory ice cream that looked like a strawberry ice cream to guests in a laboratory setting. The guests that hadn't been warned before tasting that the ice cream was salty instead of sweet liked the dish far less than those who knew (by the name of the dish) to expect a savory flavor beforehand. In the study of Lee et al. (2006) they provided participants with two different types of beer (regular beer and beer with two drops of balsamic vinegar (which actually slightly improves the taste of the beer). The majority (59%) of those unaware of the balsamic vinegar preferred the balsamic beer. The same goes for the participants who were informed afterwards (52%). By contrast, only 30% of those who were informed prior to tasting preferred it. 	<ul style="list-style-type: none"> DO: Give surprising dishes a surprising name to help prepare guests to be surprised, and thus be open to new experiences. DON'T: State unusual ingredients that enhance flavor but might set up negative expectations as these could lead to a negative overall evaluation of the products while the ingredient might actually enhance the flavor.
PRICING	<ul style="list-style-type: none"> In the study of Goldstein en colleagues (2008) they investigated the relation between price and subjective appraisal of wines with the price of the wine unknown. They found that people who are unaware of the price do generally not like the expensive wine more. However, if people are aware of the price they tend to favor the expensive wine. 	<ul style="list-style-type: none"> DO: People think that a drink tastes better as they have been told that it costs more. Therefore setting your prices a little higher than that the quality indicates (at least for wine) can increase their perception of the product.
BRANDING	<ul style="list-style-type: none"> Branding is also strongly related to setting up expectations. In one study children preferred the tastes of food and drinks more if they thought they were from McDonald's. In another study Pepsi and Coke were compared in blind and non-blind taste test. It turned out that Pepsi was preferred in the blind taste taste, but Coke in the non-blind taste test. 	<ul style="list-style-type: none"> DO: Strengthen the emotional connection with your the consumer to manage their perception of your brand and in turn the perception of your products
APPEARANCE	<ul style="list-style-type: none"> In a study conducted by Zellner (2014) diners in a restaurant liked the same meal more when it was rated as more attractive than in the less attractive version. Dan Ariely presented free coffee to subjects and gave them different condiments. The condiments were presented in different ways: sometimes high class using silver spoons and nice labels and sometimes down to earth. When the condiments were presented in a high class manner, the coffee drinkers were likely to indicate they liked the coffee a lot, would be willing to pay for it well, and that they would like to see the coffee in the cafeteria. 	<ul style="list-style-type: none"> DO: Pay attention to an attractive presentation of your products as attractive presentation can increase the perception DON'T: Forget about the small details in your restaurant as they can all play a role in setting up the right expectations, even if they have nothing directly to do with your product!