

Steve Cording

Greg Tucker knows what people want from their food and drink, and taking his advice will change the way you think about flavours forever.

Taste is such an important part of our lives, but have you ever really stopped to consider why you love some things and cannot stand others?

For the past 20 years, taste expert Tucker has been looking for answers and discovered that how we taste changes with age and that our likes and dislikes are all just a part of our personal identity.

“When we are younger, we find it hard to differentiate between flavours and end up eating pretty bland food. However, as we enter our 30s and 40s, our palates become more refined and we become more sophisticated in what we choose to eat or drink,” says Tucker. “We all look for different things that excite us. How many times have we been left disappointed by the taste of an inferior cheaper food or drink? We are now seeking out more full bodied flavours, things like rich blue cheeses and red wine.”

While discovering world beers, Tucker describes how Pilsner Urquell's taste profile is different to other lagers and ales. He explains: “Pilsner Urquell works in thirds - a beginning, middle and an end. And you can break your mouth into thirds - front, middle and rear.” Understanding this journey of taste, Tucker is able to demonstrate why the discerning drinker who sips Pilsner Urquell is the one who is rewarded the most.

For Tucker, tasting is not just something that we do, but something



Get ready to embark on a journey through the senses as Pilsner Urquell, brewers of the original Pilsner in the Czech Republic for over 170 years, change the way you think about drinking forever.



we have to experience. “With most lagers, the focus is the front of the mouth and not a lot follows,” he explains. “What you get from Pilsner Urquell is an initial sweetness and subtle carbonation, preparing you for the depth of flavour to follow.”

“It is the mid-mouth where the crafted secret of Pilsner Urquell lies. The full richness of flavour is revealed, a pleasing bitterness that balances the initial sweetness.”

SECRETS BEHIND THE TASTE SENSATION



Taste expert, Greg Tucker has worked with the world's most interesting food and drinks brands taking him to many different countries around the world.

“I have always been interested in what makes people tick and why we choose to eat and drink certain things and not others,” he says. “There are so many different complementary dishes and drinks, it is just all about unlocking your taste sensations.”

In the rear of the mouth, in contrast to an ale, “just in that peak moment, as the taste is fully expanded and rounded it then accelerates away to reveal a stunning clean finish”.

He ends his taste journey by telling me: “It is the way it opens up in the middle of the mouth after the initial pause, and the way it clears away at the end that makes Pilsner Urquell uniquely different from other beers.”

Win VIP tickets to Taste of London

For your chance to savour the unique taste of Pilsner Urquell at Taste of London 2013 Festival, visit [Standard.co.uk/offers](http://Standard.co.uk/offers)

Full terms and conditions apply, visit website for details

**drinkaware.co.uk** for the facts