



## NESTLÉ: A JOURNEY THROUGH FOOD, MIND AND EMOTIONS

At the 2015 Expo, within the Swiss Pavilion, an interactive exhibition on the mechanisms behind a simple day-to-day action: eating

- **More than 100 million neurons switch on with each contact we have with food**
  - **The first 1,000 days of life are crucial for healthy growth**
  - **Nutrigenomics for tomorrow's health and wellness**

Nestlé tells the secrets of the intriguing relationship we have with food. A new interactive exhibition at the Swiss Pavilion during EXPO 2015 will detail how and why the human body and mind react to food stimuli, their continuous mutual interactions in doing so and the mechanisms that make us desire, choose and taste the food we eat.

The focal point is 'eating'; an action which is simple, an act we perform every day and engages so much of our life. The exhibition will explain the mechanisms of eating and the surprising insights behind it, in the belief that an increased understanding of how food interacts with our body and mind will promote healthy eating habits.

"The exhibition aims at increasing public understanding of how food, the human body and mind mutually interact: we've turned solid scientific references into an interactive and entertaining programme" said Robin Tickle, Head of Corporate Media Relations for Nestlé S.A..

"Through its research centers Nestlé is the largest private body of knowledge in nutritional science." he added. "We have chosen to share this knowledge and combine it with Italian excellence in the field of nutritional medicine. The result is an exhibition that can be enjoyed at different levels of insight and experience: a journey in stages with vast themes where visitors are free to roam, following their own interests and curiosity and building their own personal experience".

The exhibition has been designed by three major international nutrition research organisations: the [Nestlé Research Center](#), the world's largest private nutritional research center, the [Nestlé Institute of Health Science](#) which specialises in research to meet specific nutritional needs, and [Istituto Auxologico Italiano](#) (IAI), Italian excellence in food science research.

A common scientific platform was built to share the latest research findings and future prospects in the field. This was then translated into an exhibition that has four parts, each focused on a key theme:

- The growth and development of the brain
- Hunger and fulfillment
- The role of the senses and emotions in nutrition
- The future of health and food

The first part of the exhibition showcases the first 1,000 days of life (from conception to a child's second birthday). It is a period that is key to the growth and brain development of the child; when nutrition is crucial for the health of the baby and the mother. Research has proven that this is when we develop the taste and food preferences that we will have for the rest of our life. The relationship we as human beings have with food engages not only our senses but also our emotions and our memory. This enriches the act of eating, which was initially driven by our need for mere survival, with many more meanings today.



“The work Istituto Auxologico Italiano has done with Nestlé has been of great value, both scientifically and in terms of popularising science. Images help people more easily understand complex scientific evidence: from the 100 million neurons that are switched on when stimulated by food to the complex network of hormonal messages and neurotransmitters that regulate hunger and satiety” said Cecilia Invitti from the Istituto Auxologico Italiano.

“For a long time we considered food only in terms of calories. Then, nutrigenomics came along shedding new light. Nutrigenomics studies the effect that food has on our cells. It is the future of medicine and will open new prospects for nutritional science going forward” added Cecilia Invitti.

The complex relation between food, the mind and emotions can be experienced every day, even in the kitchen: choosing ingredients and combining them together is the result of a dialogue between our sense of taste and our mind, our creativity and the so called “gustatory memory”, which plays a crucial role in our nutritional choices.

To illustrate these concepts Fabio Pisani, the chef of the *Il Luogo di Aimo e Nadia* restaurant, participated in a cookery demonstration. He prepared a dish so participants could experience the reactions and sensations that arise when tasting food.

“Starting from the choice of ingredients, it is fundamental to focus on stimulating the senses and emotions. The secret of our cuisine is the ability to leverage the gustatory memory of those who eat: through senses, we can bring back memories and emotions. Thus the simple action of eating becomes an experience that engages our body and mind,” explained Fabio Pisani during the cooking show.

The exhibition will be held in the Swiss Pavilion and be open for the entire duration of EXPO 2015 from May 1 to October 31.

“The Swiss Pavilion is the result of a strong private-public partnership to which Nestlé has significantly contributed with its expertise in food innovation and research. We are happy to be able to show Swiss Pavilion visitors the diversity of the Swiss Confederation; from the nutrition, health and wellness expertise of a world leading group like Nestlé to the country’s agricultural system represented by Swiss traditional food specialties,” said Dante Martinelli, Commissioner General for Switzerland at Expo 2015.