

QUIZ

WHAT'S THE SCIENCE BEHIND FOOD PORN?

1. Which sentence about the Crazy Shake is true?

- a) It was the first Black Tap product to appear on Instagram.
- b) It was conceived as part of an Instagram marketing campaign.
- c) Restaurant customers started posting photos of it on Instagram.

2. What does Chris Barish, the owner, say about Black Tap's image?

- a) The Crazy Shake defines it.
- b) There are many elements in it.
- c) The food is more important than the music or design.

3. What is Paperwhite?

- a) a fashionable restaurant
- b) a food industry supplier
- c) a design company

4. Which of these does Lauren Moyal, the co-founder of Paperwhite, say?

- a) Restaurants should think of Instagram first when defining their identity.
- b) People were putting sugar packet photos on Instagram.
- c) Jack's Wife Freda needed a new exterior.

5. The companies which took Black Tap to court said that ...

- a) the Crazy Shake was not original.
- b) they were involved in creating the brand.
- c) the Black Tap name was legally theirs.

6. What is said in the conclusion?

- a) Restaurants which are not present on Instagram have a short lifespan.
- b) The food has to be good to make people come back.
- c) People are too easily influenced by photos of food.



1.	
2.	
3.	
4.	
5.	
6.	

Answers : 1. c - 2. b - 3. c - 4. b - 5. b - 6. b.