

# QUIZ

## THE NEW MAKERS OF PLANT-BASED MEAT

1. Which sentence about the Impossible Burger is true?

- a) It is made 100% from plants.
- b) It contains some meat.
- c) It tastes like a typical veggie burger.

2. What is Celeste Holz-Schietinger interested in?

- a) the way our brains recognise a food as 'meat'
- b) why we are not disgusted by the idea of eating animals
- c) whether humans are really omnivores

3. We know that we are eating a hamburger when our ... tells us that we are.

- a) nose.
- b) tongue
- c) brain

4. Which sentence is not true about the aroma molecules in a burger?

- a) They can be isolated.
- b) They all have pleasant associations for us.
- c) There are very large numbers of them.

5. What makes the Impossible Burger's outside crispy when it is seared?

- a) coconut oil
- b) yam and xanthum gums
- c) potato proteins



1.	
2.	
3.	
4.	
5.	

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