

From Intention to Taste: How Can a Culinary Idea Be Examined?

A proposal by Ahmad Issam Maadarani for reviewing the relationship between a dish's promise and experience

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By Ahmad Issam Maadarani

A cook holds an idea; a taster receives an experience. Describing the first does not establish the second. This article proposes translating declared intent into observable functions while separating successful expression from experiential quality. It is a proposed critical framework, not a way to read intentions or a comprehensive objective innovation score.

1. Intention is information, not an outcome

A cook may aim to evoke a memory or move from intensity towards calm. That statement helps explain the task, but does not establish that the taster experienced the transition. Distinguish “this is my aim” from “this is what the dish produced.” The first is the creator's declaration; the second requires observation. Judge the dish against the promise included

in its actual brief or deliberately announced by its creator, rather than every possible meaning.

2. Translating ideas into functions

Not every poetic experience needs numbers. An observable description may suffice: bitterness appearing at the finish, a clear textural contrast or a transition between components without domination. For each intention, write an expected description, a way to observe it and limits to interpretation. A statement permitting no indication of success or failure may work as a creative declaration, but cannot alone justify preferring one dish over another.

3. Achieving intent is not the same as quality

Late bitterness may appear exactly as intended yet make the finish unsuitable for the required experience. A dish may also be enjoyable without conveying the sensation stated in its description. Separate “was the promise fulfilled?” from “how good was the result within the brief?” Declaring a defect intentional does not shield it from criticism: demonstrate its function and suitability, not merely the existence of intent. Conversely, a good result should not be penalised for expansive promotional wording except under a declared criterion concerning the accuracy of the promise.

4. Hypothetical case: bitterness at the finish

A cook announces that light bitterness will close a rich experience and clarify it. The expectation is bitterness at the finish without overwhelming other components. Tasters describe bite sequence and bitterness using agreed verbal descriptors. If bitterness appears immediately and dominates, its presence is achieved while its declared timing and function fail. Correction starts by examining its source, distribution and amount in a representative bite, rather than automatically removing it.

5. What does the story do to assessment?

Providing explanations for some dishes and withholding them for others changes the task and available information. Training may compare assessment with and without explanation, but these are different evaluation conditions; neither automatically reveals

pure truth. Context may be necessary to understand a culinary function and should not automatically be removed. Specify whether assessment concerns the work with its story, the sensory effect without it or their alignment, applying the same choice to all entries.

6. A promise review record

The record has five entries: declared intention, expected indication, tasting condition, actual observation and proposed revision. Exclude indications the dish alone cannot establish, such as a taster's emotional history or private memories. If intent is experienced differently across people, record variation without automatically treating it as failure. A small sample establishes those tasters' experiences, not the response of an entire audience.

7. A revisable hypothesis

One could test whether redistributing the source of bitterness, while keeping the rest of the recipe as constant as practicable, brings descriptions of timing closer to the promise. Specify bite procedure and timing descriptors before tasting, repeat preparations and balance version presentation order. Record contrary responses too. A result may support or weaken that modification under those conditions; it does not establish a general method for controlling audience emotions.

8. Conclusion: an idea open to examination

A strong idea can retain its meaning while allowing its functions to be tested. Clear promises and disciplined observations make dialogue more useful: what reached the taster, what did not and what needs rebuilding? The story need not replace the dish, and the dish need not be reduced to a number that overlooks its meaning.

9. A concise working sheet

Field	Review question	What to record
Intent	What is the specific promise?	Write it without assuming the audience response.
Indication	How could fulfilment be observed?	Allow descriptions of success and failure.

Field	Review question	What to record
Experience	What reached the taster?	Record actual description and conditions.
Review	Was intent achieved and was the result suitable?	Separate fulfilment from quality.

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