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Savouring a Viand

About Blind Tasting CCCC in the Dark

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What is it?

Where does it come from? What does it do?

What does it taste like?

And, who is actually speaking, when it is touched, smelled and tasted with
lips, mouth, nose, palate and tongue?

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It is a cell!

It divides and unfolds!

It is new!

It is whatever you are asking for!

It is articulated by a technique! It is a culture!

It lives forever and a day! It is named CCCC!

It is edible!

It is nutrition!

It provides calories, carbohydrate, fat, proteins, vitamins and minerals!

It maintains growth, reproduction and health!

It is tasty!

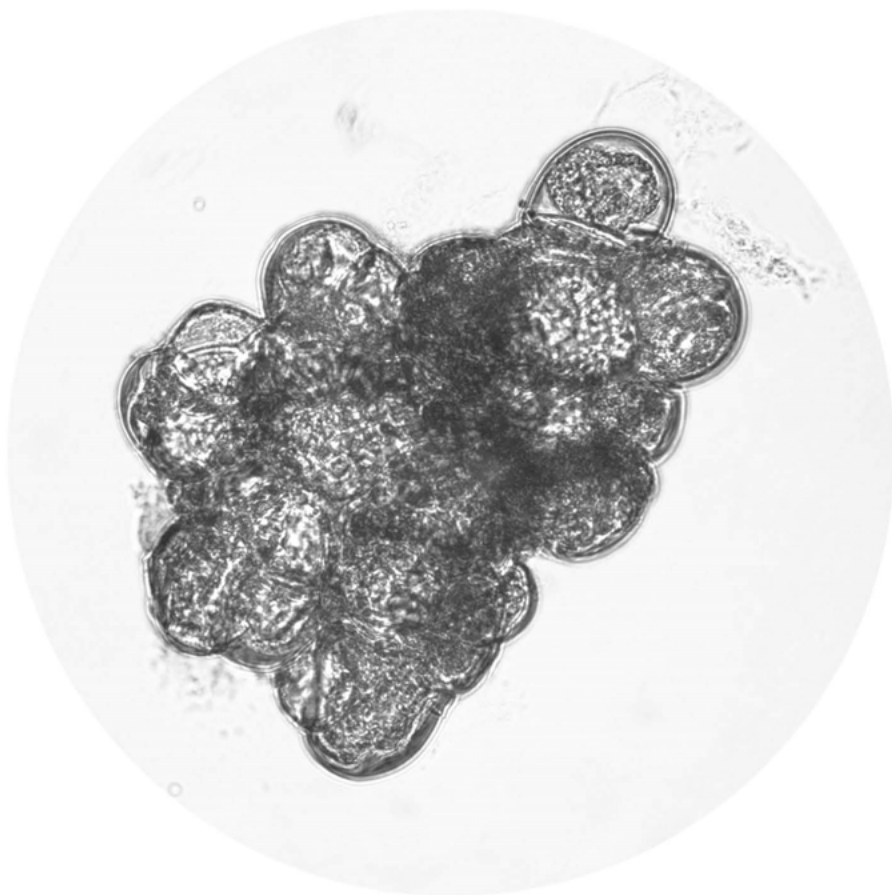


Fig. 1 A microscopy picture of a *T. cacao* suspension cell line with large cell aggregates

It is sweet sour, salty, bitter and savoury! It has flavour, aroma and texture!
 It is fruity, lactic, malty, citric, caramel, greenish, roasty and nutty!

It functions!

It effects!

It makes addictive! It makes you fat!

It is a product!

It contains cocoa powder, cocoa butter, sugar and some lecithin! It is
 processed!

It gets roasted, rolled, heated, conched and cast in a mould!

It is natural! It is artificial! It is dark!

It is white!

It is defined by statements! It is overexposed!

It is the same! It is known!

It is an object! It has a subject!

It is dictated by language, by us! It is simply called chocolate!¹

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Thus far, set activities.

The language is derived from a mouthful. Of knowledge, the sensible and
 empirical. A replication of fixed and grounded values.

To substantially think about paralytic states necessitates abstraction.

Leave the sensible side behind for the moment.

Cast off object, subject, method and reason.

Strive for an inversion and commence on the intelligible side.

Close your eyes. Lose sight. Embark. Taste with pleasure and delight.
 Savour.² You will see a bright light, unreachable. Though it casts shadows
 in the dark.

Nature is hidden twice. It is difficult to grasp.

It can merely be touched.

By the lips, the tongue, the mouth, the palate.

The intellect mixes and veils. Black boxes. They leak. Muttering voices.
 Noise.

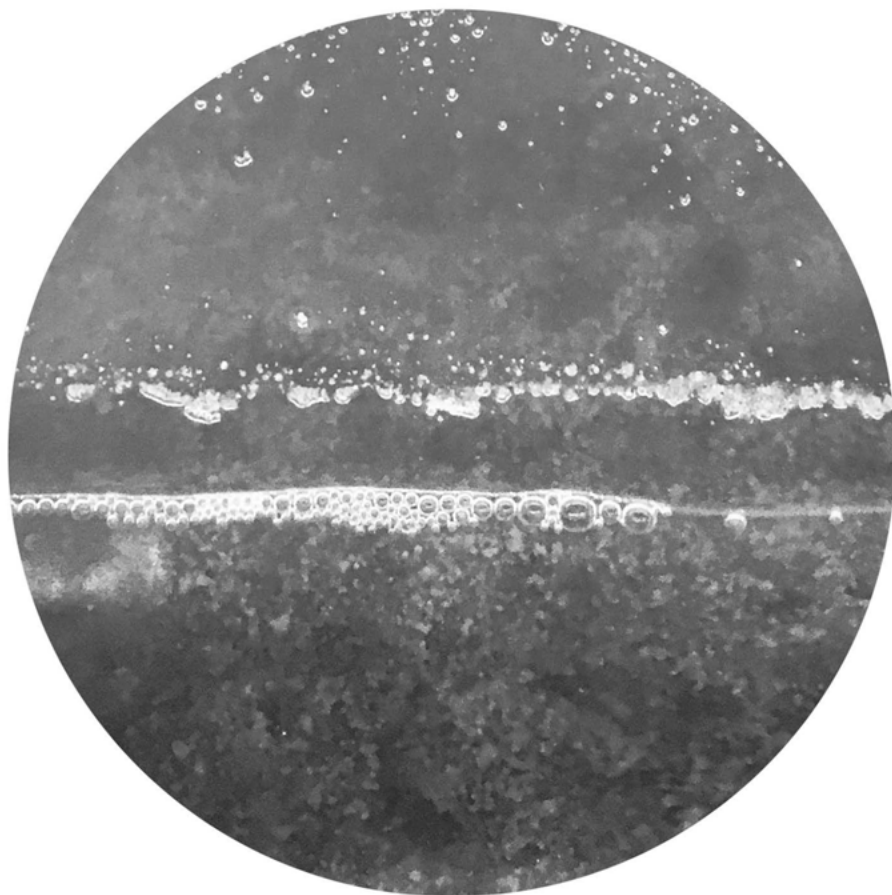


Fig. 2 Cacao cell suspension culture, wave-mixed single use bioreactor



Fig.3 Cacao biomass

Therein are hidden secrets. Contingencies. Informational and soft.

It is hard to find orientation in the dark. If only I could see you.

I am used to the light.

It is always there. Hardly any shadows anymore.

I have words.

Although, just those that I already know. Shut up.

Don't talk with your mouth full.

Have no words.

Just think. Meditate.

Breathe in, breathe out. Cast in and cast out. Blind taste in the dark.

There is always somebody with you. Memories, knowledge, data,
a collective. Plenty of indexes.

A medium for the rare.

Enter these vast scenes. Perambulate noisy grounds. Abstraction.

Transformation.

A conversation before speaking. Inaugurate the vertical. Open the gates.

There rises, in front of us, a novel viand.³ A symbolic space.

A gleamy atmospheric cloud. A mobile state.

An equation allows for transportation. It draws from plentiful grounds.

CCCC constantly turns. CCCC talks.

Play around. Make sense of it. Luxuriate. Dialogues of many tastes and
voices.

Mark the thing. Bring it into circulation.

So that the viand stays alive.

I: There is this thing.

I want to know. But, I cannot. So far, it is merely called CCCC.

CCCC: What? Am I it?

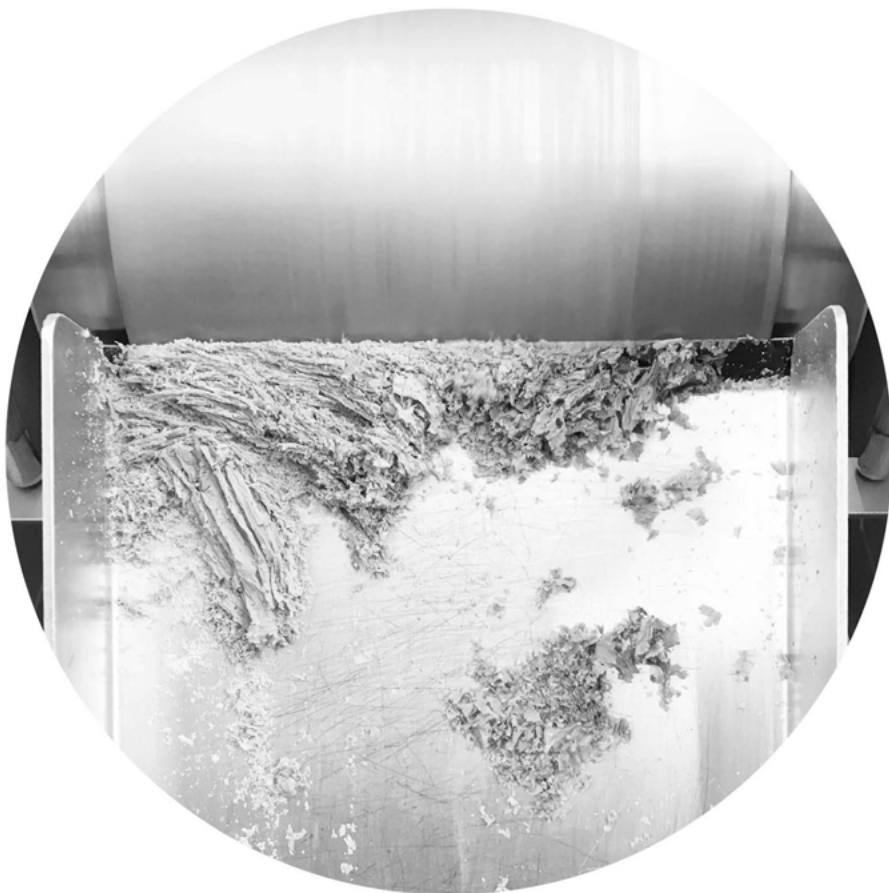


Fig. 4 Chocolate roll

By my very nature, I am mute.
 The constitution of my body forbids me the word.
 Though as a thing, I am blank, white, yet indeterminate, and I can talk.
 I talk as an I. A Roman numeral. A body, a mixture.
 I am born old and I will die young.
 Hence do not hunt me with your words. You better listen. Decide. Do you
 want me, dead or alive?

I: I am bored of the same.
 I desire the other. The novel and new. Thus I want you to come to life.

CCCC: Put your lips on my body, my pate, my chest. Touch me.
 Taste me.
 I bear information.
 Local. Multiple. Differentiated. I can talk with many tongues. Although
 they are not mine.
 I share them with others in a gleamy atmospheric cloud. Some are close.
 Some are distant.
 All staged in sensible talks.
 Talks that index the whole world of food.

I: I step aside. Impersonate. I open my mouth. Let's talk.
 CCCC. Tell me something about you.

CCCC: I'm just a normal guy. Nevertheless, they discriminate and
 exclude me because of my origin. Even though my inner values
 are average, at least as far as the polyphenol content is concerned.
 Thereby I really underperform. I am similar to apples, apricots
 and peaches.⁴ Certainly there are strong differences to adzuki beans
 and summer grapes.⁵ I am even lame, when it comes to theobromine
 and caffeine. However, I have lots of epicatechin, cinnamtannin A2,
 procyanidin C1, procyanidin B2.⁶ My food compounds have similarities to
 sesame, vanilla and coffee.⁷ So, I am really aromatic, a sweetener, even
 narcotic.⁸ I can help you deal with tiredness, pressure and fatigue.⁹
 I further go well with something warm and fluid. With a touch of orange
 or coconut.¹⁰ If mixed, I can be baked as a muffin or a pie.¹¹ Surprisingly,
 I also go well with bacon and pork.¹² Sweet and nice, enjoyable
 almost like bread. You could also make a Crispy Chocolate Log.¹³
 In case you are conservative, just a hint: check out Lindt Lindor assorted

chocolate truffles. They come closest to what you were looking for.¹⁴
 However, there are many that simply recommend, that is to say, to order,
 buy, taste and love—me, CCCC.¹⁵

I: Mmm...yum-yum!
 I think. Mingled bodies. CCCC.
 Luxuriant. Delicious. So to speak. I love you.

CCCC: You too.

Let's share the moment. You taste, therefore we are.
 I enrich your body. You enrich mine. Nonetheless, we will wane.
 Breathe in. Thick air. Sophisticated flavour. My temperament. My season.
 Therein move freely.
 Make up your mind. Weave. Make sense and breathe out.
 Mark Chocolate from Cacao Cell Cultures. Savour a Viand.

- 1 CCCC is a venture of my PhD *On Food*. Some of the results of the scientific experiments are published in Regine Eibl et al., 'Plant Cell Culture Technology in the Cosmetics and Food Industries: Current State and Future Trends', *Applied Microbiology and Biotechnology* 102, no. 20 (1 October 2018): 8661–75, <https://doi.org/10.1007/s00253-018-9279-8>.
- 2 Savour—"flavour, taste; sauce, seasoning; delight, pleasure" Etymology Dictionary, s.v., 'Savor', accessed 11 March 2020, <https://www.etymonline.com/search?q=savor>.
- 3 Viand—"article of food, things for living, things to be lived upon, be live" Etymology Dictionary, s.v., 'Viand', accessed 18 February 2020, <https://www.etymonline.com/word/viand>.
- 4 Character 9 of the Phenol-Explorer data, V. Neveu et al., 'Phenol-Explorer: An Online Comprehensive Database on Polyphenol Contents in Foods', Database 2010 (1 January 2010), <https://doi.org/10.1093/database/bap024>.
- 5 Character 0 of the Phenol-Explorer data, Neveu et al.
- 6 Character 7 of the CCCC polyphenol content analysis data, accomplished by the ZHAW Wädenswil, Centre for Food Composition and Process Design
- 7 Character 9 of the FoodDB data, 'FoodDB', accessed 19 November 2019, <http://foodb.ca/>.
- 8 Character 11 of the FoodDB data, 'FoodDB'.
- 9 Character 11 of the EU Register of nutrition and health claims data, European Commission, 'Nutrition and Health Claims', accessed 19 November 2019, https://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=register.home.
- 10 Character 3 of AllRecipes data, Allrecipes, 'Allrecipes—Food, Friends, and Recipe Inspiration', accessed 19 November 2019, <https://www.allrecipes.com/>.
- 11 Character 7 of AllRecipes data, Allrecipes.
- 12 Character 5 of AllRecipes data, Allrecipes.
- 13 Character 9 of AllRecipes data, Allrecipes.
- 14 Character 1 of United States Department of Agriculture data, U.S. Department of Agriculture, 'FoodData Central', accessed 19 November 2019, <https://fdc.nal.usda.gov/>.
- 15 Character 1 of Amazon Reviews data, Julian McAuley, 'Amazon Review Data', accessed 19 November 2019, <http://jmcauley.ucsd.edu/data/amazon/links.html>, Ruining He and Julian McAuley, 'Ups and Downs: Modeling the Visual Evolution of Fashion Trends with One-Class Collaborative Filtering', ArXiv.Org, 2016, 507–17, <https://doi.org/10.1145/2872427.2883037>, and Julian McAuley et al., 'Image-Based Recommendations on Styles and Substitutes', 2015, <http://arxiv.org/abs/1506.04757>.

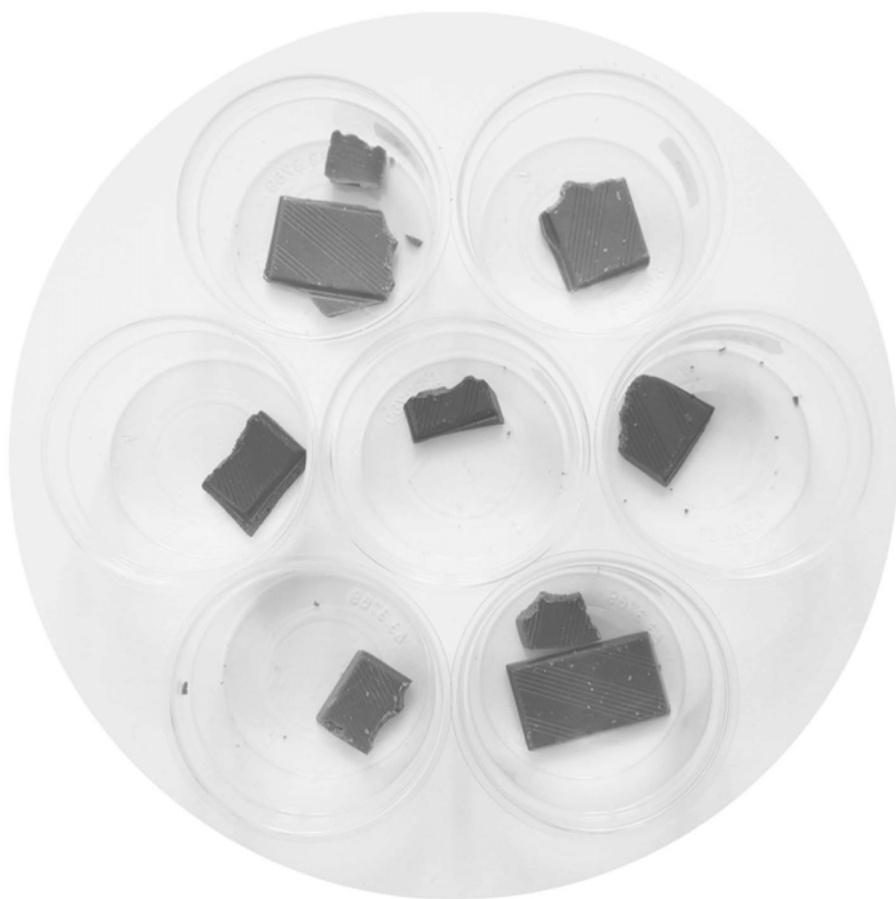


Fig.5 Chocolate taste samples