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Front Page

Team

Nation

World

Politics

Opinion

Weird News

The Grid

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WEIRD NEWS

Food Inhalers: A 'Whif' of the Future?

Updated: 2 hours 40 minutes ago





Ben Muessig Contributor

(May 10) -- For chocolate lovers, staying thin might be as easy as breathing.

A Harvard scientist and a French chef have joined forces to create a food inhaler that lets sweet tooths enjoy the taste of organic chocolate while consuming less than a single calorie per serving.

Biomedical engineering professor David Edwards came up with the idea for Le Whif -- a lipstick-sized canister of chocolate particles -- with French molecular gastronomy legend Thierry Marx in August 2007.

"With my background being in medical aerosols and his in food, it seemed to be the natural match," said Edwards, who at the time was opening an art center in Paris that encourages science-based experimentation. "At first it was an experiment, but since then it has turned into a commercially viable product."

Each Le Whif canister (about \$2.30 apiece) contains roughly eight servings and a total of one to two calories. When chocolate lovers are in the mood for something sweet, they can take a breath from the inhaler, filling their mouths with just enough chocolate to engage their tastebuds, but not enough to burden them with unnecessary calories.

"You taste everything, but you don't swallow — it's absorbed in your mouth," Edwards said. "You have that full taste without having that full mass."

And when you're just craving something sugary, there's no reason to have that "full mass."



Suhlim Dasing

Talk about inhaling your food. Chocolate lovers and coffee fanatics can enjoy their favorite tastes with far fewer calories by breathing flavored particles through a product called "Le Whif" "Most of what you eat you turn out swallowing without tasting," said Edwards, who noted that some studies have shown that up to 70 percent of food is consumed without being processed by the taste buds. "We need to have calories, but for a purely culinary and aesthetic experience, there are better ways to do it."

Unlike breath-freshening sprays, which shoot a liquid into the mouth, Le Whif particles are pulled into the mouth by breathing, and they're designed to coat the tongue, mouth and throat without reaching the lungs.

"It's your breathing that is carrying food into your mouth," Edwards said. "These small particles fall down in your mouth and dissolve really quickly, so there's a lot of flavor."

Edwards is working on new flavors that will be released this fall, joining the current offerings of "Pure Chocolate," "Raspberry Chocolate" and "Mint Chocolate," as well as a difficult-to-create coffee flavor.

"If you were to take dried coffee and put it in your mouth, it's not a great experience," Edwards said. "So quite a bit of work was done on the coffee."

By adding sugar and tweaking the coffee recipe, Edwards hopes his coffee inhaler will "liberate" java drinkers from the coffeehouses of the world.

"You could be in a cab, standing on line for the cinema, or outside in minus 20 degrees Celsius weather and have a couple of sips of coffee, then put it back in your pocket," said Edwards, who described the drink as tasting like a mocha.

Each coffee canister contains about 100 milligrams of caffeine -- about the same amount as you'll find inside a single shot of espresso. That's not very much, but Edwards says the caffeine enters the blood stream more rapidly through the mouth than coffee in liquid form.

He hopes whiffing becoming popular with soldiers on the front who don't have access to hot coffee but would enjoy a familiar flavor and a jolt of caffeine.

But the professor also sees his coffee- and chocolate-flavored creations as the perfect products for "the aficionado with the cigar box on the table" who enjoys whiffing for whiffing's sake.

"This is not eating chocolate; this is whiffing chocolate," said Edwards, who noted that chocolate was first introduced to Europe as a liquid before it arrived in today's more popular solid form. "It's a completely new way to consume chocolate. It's still chocolate; now it just happens to be airborne."

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