

Menu Adjectives & Descriptive Words That Drive Revenue

1. Words that describe the **texture**
2. Words that describe a **method of preparation**
3. Words that describe **tastes**
4. Negative vs. **Positive** descriptive words



texture

Airy: A light, pillowy texture often created by the incorporation of air.

Buttery: A smooth and creamy texture similar to that of butter.

Chewy: The texture of a food that needs to be chewed thoroughly before swallowing. Can be light and bouncy or heavy and sticky.

Creamy: A smooth and rich texture that usually comes from the incorporation of dairy.

Crispy: A light texture with a slight crunch.

Crumbly: The texture of food with a loose structure that falls apart into small pieces or crumbs.

Crunchy: A firm, crisp texture often identified by the sharp, audible noise that the food makes when being eaten.

Crusty: The texture of food with a hard outer layer and soft interior.

Delicate: A light, fine texture that may come apart easily.

Doughy: A soft and heavy texture that is often coupled with pale coloring.

Fizzy: A texture brought on by the presence of many small bubbles, usually referring to carbonated liquids.

Flaky: A light texture characterized by layers that come apart during eating.

Fluffy: A light and airy texture.

Goosey: A viscous, sometimes sticky texture arising from the presence of moisture in a dense solid food.

Juicy: A succulent, tender texture characterized by the presence of liquid in a solid food.

Silky: A fine, smooth texture characterized by a sleek feel in the mouth.

Sticky: A texture characterized by gluiness in the mouth.

Smooth: A consistent texture free of grit, lumps, or indentations.

Succulent: A tender, juicy texture.

Tender: A soft texture that is easy to break down.

Velvety: A smooth and rich texture.

method of preparation

Baked: A food that was cooked in an oven, often resulting in a crispy outer coating.

Blanched: A food that was scalded in boiling water and then moved to cold water to stop cooking. Results in a softened texture.

Blackened: A food that was dipped in butter and coated with spices before being cooked in a hot pan, resulting in a blackened appearance.

Braised: Food that is briefly fried in a small amount of fat and then is slowly stewed in a covered pot. Results in a seared, crispy exterior coupled with a tender interior texture.

Breaded: A food that was coated with a breadcrumb mixture or batter that is then baked or fried into a crispy outer layer.

Broiled: A food cooked with intense radiant heat, as in an oven or on a grill. Often results in a darkened appearance and crispy texture.

Caramelized: A food that has been cooked slowly until it is browned and becomes sweeter in taste.

Charred: Food that is grilled, roasted or broiled and gains a blackened exterior coupled with a smoky flavor.

Fried: Food that is cooked by submerging partially or fully into hot oil. Often results in a crispy or crunchy texture and golden color.

Glazed: A food that becomes moistened by having a flavorful coating dripped or brushed onto its surface.

Infused: A food that has been steeped in liquid with another ingredient in order to extract the flavor of the ingredient.

Poached: Food that has been cooked in nearly boiling liquid. Often results in a tender, moist texture.

Roasted: Food that has been cooked with dry heat in an oven or over a fire. Often results in a browned exterior and crisp coating.

Sauteed: A food that has been cooked quickly in a small amount of fat.

Seared: A food that is cooked in a small amount of fat until caramelized and then finished by roasting, grilling, or another method. Results in a crisp outer texture and tender interior.

Smoked: Food that is cooked or preserved by long exposure to smoke from smoldering wood. Results in a distinctive, bold flavor.

Whipped: Food that has been beaten to incorporate air. Often results in a light texture.

taste

Acidic: A food with a sharp taste. Often used to refer to tart or sour foods as well.

Bitter: A tart, sharp, and sometimes harsh flavor.

Bittersweet: A less harsh taste than bitterness. Couples tartness with sweetness.

Briny: Another word for salty.

Citrusy: A bright flavor like that of lemons, limes, oranges, and other citrus fruits.

Cooling: A taste that mimics the feeling of cold temperature. Often used to describe mint.

Earthy: Reminiscent of fresh soil. Often used to describe red wines, root vegetables, and mushrooms.

Fiery: A taste that feels as though it gives off heat. Another word for spicy.

Fresh: A light and crisp taste. Often used to describe produce or herbs.

Fruity: Any taste reminiscent of sweet fruit flavors.

Full-bodied: Rich flavor that can feel heavy in the mouth. Often used to describe wines.

Herbal: A bright, fresh, or sometimes earthy taste created by the incorporation of herbs.

Honeyed: A sweet or candied taste that may be reminiscent of honey.

Nutty: Any taste similar to the flavors of nuts. Often used to describe cheeses.

Rich: A full, heavy flavor. Often used to describe foods containing cream.

Robust: A rich taste with some earthiness. Often used to describe wines or aged liquors.

Sharp: A harsh, bitter, or tart taste. Often used to describe acidic foods.

Smoky: A taste reminiscent of the smell of smoke.

Sour: A biting, tangy, tart flavor.

Spicy: A burning taste from hot spices.

Sweet: A sugary flavor.

Tangy: A tart, biting taste that feels tingly in the mouth.

Tart: A sharp, bitter, or sour flavor. Often used to describe acidic foods.

Yeasty: An earthy taste reminiscent of yeast. Often used to describe beer and breads.

Woody: An earthy, sometimes nutty taste. Often used to describe coffees or cheeses.

Zesty: A fresh, vivid, or invigorating flavor.

negative vs. positive words

Dry vs. crispy: Chicken with a dry breading compared to Chicken with a crispy breading

Greasy vs. velvety: Pasta in a greasy sauce compared to Pasta in a velvety sauce

Sugary vs. honeyed: Pears with a sugary drizzle compared to Pears with a honeyed drizzle

Burned vs. blackened: Burned salmon compared to Blackened salmon

Tough vs. hearty: A piece of tough bread compared to A piece of hearty bread

Mushy vs. tender: A mushy crabcake compared to A tender crabcake