



**Food Descriptions That  
Make You Hungry:**

**Hypnotic Menu Writing  
Tips & Secrets**

## Emphasising appearance, flavour, texture or method of cooking:



**Chicken:** roast (roast chicken), crisp (crisp chicken wings), grilled, smoked (chicken, breast), tender, succulent, boneless chicken thighs, skinless



**Beef:** organic, grass-fed, spicy ground beef, peppery, lean, aged, spicy, stewed, Angus, other, own, pickled, poor, potted, tender, prime (prime beef tenderloin)

## Emphasising appearance, flavour, texture or method of cooking:



**Fish:** boneless, smoked (salmon), briny (sardines), crispy, golden, freshwater, saltwater, baked, fried



**Snacks:** spicy (snacks), toasted (buns), warm (flour tortilla), soft (pretzels, flour tortilla), baked (mozzarella sticks)

## Emphasising appearance, flavour, texture or method of cooking:



**Cheeses:** fresh, dripping mozzarella, melty, fluffy, airy, creamy, velvety, crumbly, smoky, nutty, Roquefort, Camembert, Cotija, Chèvre, Feta, Mozzarella, Emmental, Cheddar, Gouda, Taleggio, Parmigiano-Reggiano, Manchego, Monterey Jack, Gorgonzola, Pecorino Toscano, Taleggio, Fontina d'Aosta, Parmigiano-Reggiano, Mozzarella di Bufala, Provolone, Asiago, Robiola Piemonte



**Sauces:** homemade, sweet, hot, spicy, ranch, milky, creamy, white, balsamic, sticky marinade (sauce)

## Emphasising appearance, flavour, texture or method of cooking:



**Rice:** spicy, basmati, steamed, fried, wild, brown, sticky, fluffy, puffed, Japanese, golden, Chinese, Indian, Oriental, soft, grained, short, medium, long-grain rice



**Pizza:** rustic, traditional, hearth-baked crust, homemade (sourdough), dripping mozzarella, baked, Italian, Mediterranean, vegetarian

## Emphasising appearance, flavour, texture or method of cooking:



**Soup:** homemade, traditional, creamy, slow-cooked (chicken soup), crock-pot (chicken soup), butternut squash soup, vegetable, healthy, golden, yellow, pumpkin, gourmet, tasty, delicious, organic, mashed, butternut squash, prepared, vegan, vegetable soup.



**Dips:** creamy (avocado dip), sour (cream dip), 3-layer dip (or replace with the desired number)

## Emphasising appearance, flavour, texture or method of cooking:



**Vegetables:** crispy (crispy shallots), crisp (lettuce), caramelized, spicy (spicy hummus), buttery (buttery jack), fresh (salad), roasted (corn, potatoes), sun-kissed (tomatoes), sweet potatoes, baby (carrots), fermented (cabbage), grated (ginger), aromatic (herbs), mashed (potatoes)



**Fruits:** juicy, satin-smooth, nature's bounty, zesty, fresh, pureed (pureed fruit such as applesauce), candied, glaze, pitted, seasonal, seedless, organic, tropical, exotic, locally-grown, garden-fresh, vitamin-infused (vitamin-infused smoothie with tropical foods), vitamin-rich

## Emphasising appearance, flavour, texture or method of cooking:



**Dessert:** crunchy, sweet, savoury, flakey (flakey apple pie), crumbly (crumbly cheese, crumbly pie), gooey (gooey fudge), moist (moist chocolate cake), glazed, spiced (cinnamon spiced tart), sticky (sticky blueberry muffins), nutty, silky, minty, satin, naked (cake), bittersweet (chocolate chips), chocolatey (icing), salted caramel (brownies)



# Emphasising appearance, flavour, texture or method of cooking:

## Adjectives related to the origins of the ingredients:

Authentic + Greek, Peruvian, American, Midwestern, Southwestern, Italian, Sicilian, Spanish, French, Romanian, Chinese, Vietnamese, Indian, Thai, Mexican, English, German, Dutch, Singaporean, Irish, etc.

## Adjectives related to the food appearance:

Bite-sized, golden, golden-brown, powdered, glazed, sprinkled, drizzled, caramelized, crystalized, frosty, flambé, glossy,

## Adjectives for plant-based VS meat-based foods:

Low-fat, kosher, gluten-free, vegan, vegetarian, raw, rare, medium-rare, medium or well-done

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