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**GUSTATORY VOCABULARY IN LUXURY FOOD
ADVERTISING (BASED ON *FORTNUM & MASON*
AND *FORMAN & FIELD*
WEBSITES AND SOCIAL MEDIA PLATFORMS)**

Abstract. *The article highlights gustatory lexicon usage in advertising top quality foods by the two famous British shops – Fortnum & Mason (F&M) and Forman & Field (F&F). Advertising luxury goods, including fine foods, requires elegant style, refined vocabulary, particular argumentation and persuasion strategies, the need to communicate taste and flavour parameters precisely and efficiently. Textual description of luxury foods was studied to reveal how gustatory modality is packaged in English on the shops' websites and social media platforms. Taste, smell, touch as sensory sensations attract a lot of attention lately in Sensory Linguistics, Culinary Linguistics, Cognitive Linguistics, Multimodality Studies and Discourse Analysis. The article deals with the sensory vocabulary of English, with language units used to express gustation, "taste" words combinability and frequency, and overlapping zones of gustatory modality and olfactory, tactile, audio modalities when these sensations impact flavour. The research proved that basic taste terms – taste, salty, bitter, sour – that are used for conceptualization and categorization of sensory sensations are seldom used in promotion of fine foods; "flavour" is obviously preferable to "taste"; one of the basic taste terms – "sweet" – enjoys high frequency. Advertising foods on websites is more detailed and saturated with gustatory terms in comparison with promotion of the assortment on Facebook and Twitter. The adjective "delicious" and its derivatives remain the most frequently used words to characterize high quality of the luxury foods and delicious taste indicators. F&M's gustatory lexicon turned out more diverse than F&F's. Source-based taste words are used to denote the ingredients that predetermine the flavour. Flavour of F&M's foods is conceptualized and emphasized through –ness nouns. Intensifiers – derivatives of taste words and non-taste words – accentuate the flavour parameters. English gustatory lexicon is extended considerably through 'non-taste' adjectives with the positive evaluative meaning. Though gustation and olfaction are considered to be interconnected when tasting and eating food, olfactory modality is rarely*

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found in foods descriptions while texture and freshness of some foods become of special importance.

Keywords: *advertising, gustatory lexicon, gustatory modality, sensory linguistics, culinary linguistics, olfactory.*

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СМАКОВА ЛЕКСИКА У РЕКЛАМІ ВИШУКАНОЇ ЇЖИ (НА МАТЕРІАЛІ ВЕБСАЙТІВ ТА СТОРІНОК У СОЦІАЛЬНИХ МЕРЕЖАХ *FORTNUM & MASON* ТА *FORMAN & FIELD*)

Анотація. *Стаття висвітлює використання лексичних ресурсів англійської мови для ретрансляції смакових якостей вишуканої їжі в рекламі на сайтах та соцмережах двох відомих магазинів із давньою історією – Fortnum & Mason (F&M) та Forman & Field (F&F). Реклама товарів класу люкс, високоякісної їжі зокрема, вимагає вишуканого стилю, витонченої лексики, досконалих стратегій аргументації та переконання, максимально точного опису смаку та аромату. Вивчення текстуральної оболонки смаку на сайтах та в соцмережах F&M та F&F дозволяє визначити мовні засоби смакової модальності. Смак, запах, дотик як сенсорні відчуття останнім часом привертають увагу сенсорної лінгвістики, "кулінарної" лінгвістики, когнітивної лінгвістики, теорії мультимодальності, дискурсивного аналізу. Стаття присвячена вивченню "смакової" лексики сучасної англійської мови, сполучуваності та частотності відповідних лексичних одиниць, зон перетинання смакової модальності з ольфакторною, тактильною та аудіомодальністю. Аналіз матеріалів сайтів та соцмереж засвідчує, що базові смакові терміни, які використовуються для концептуалізації та категоризації смаків в англійській мові, майже не вживаються для опису смакових якостей вишуканої їжі; найбільш частотними базовими термінами є flavour та sweet. Реклама товарів на сайтах є більш детальною та насиченою "смаковими" лексичними одиницями, ніж пости у Facebook. Прикметник "delicious" та його похідні є найбільш частотними одиницями для опису смакових якостей вишуканої їжі. Смаковий лексикон F&M налічує значно більше одиниць, ніж спостерігається в*

текстах F&F. Помітними є "смакові" лексичні одиниці, компоненти яких позначають важливі для смаку інгредієнти. Смак та аромат товарів F&M підкреслюється за допомогою іменників із суфіксом – *ness*, деякі з яких є оказіоналізмами. Інтенсифікатори – похідні "смакових" і "не-смакових" одиниць – підкреслюють певні характеристики смаку. Кількість "смакових" термінів в англійській мові збільшується за рахунок "не-смакових" одиниць з позитивним оцінним значенням. Хоча смак та аромат пов'язані під час вживання їжі, ольфакторна модальність майже не згадується в рекламних текстах, одночасно текстура та свіжість виявляються більш важливими для характеристики смакових якостей певних товарів.

Ключові слова: реклама, сенсорна лінгвістика, "кулінарна лінгвістика", смакова модальність, смаковий лексикон, ольфакторна модальність.

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Sensory perception is of vital importance for all living species, for their survival and environment cognition. Though traditionally recognized five senses (sight, hearing, touch, taste, and smell) known as *The five senses folk model* or "*Aristotelian*" senses were of interest for scholars more than 2000 years ago, Sensory/ Sensorial Linguistics became noticeable as a trend just in the beginning of the 21st century. Studies of *embodied cognition* – conceptualization and categorization of sensory sensations evidenced through languages – and of sensory vocabulary in English and other languages can be of value for advertising, marketing, food industry and food science and for the research of fundamental linguistic issues such as semantic universals, lacunas, sensory modalities in world languages.

Taste has been attracting a lot of attention lately [2; 3; 4; 5; 6; 8; 11; 12; 13; 14; 17; 18; 19]. Gustatory vocabulary, "tasty" words in everyday speech, in food industry, in advertising are investigated in English and other languages [1; 9; 16]. Scholars make diverse experiments in different fields of research – Neurolinguistics, Psycholinguistics, Cognitology, Cognitive Linguistics, Cognitive Psychology, Multimodal Discourse Analysis. One of hypotheses is

the interconnection of gustation and olfaction. Taste and smell are distinguished within *The five senses folk model* but flavour sensation, as modern scholars believe, results from the interaction of taste and smell.

Gustatory vocabulary, "tasty" words in everyday speech, in food industry, in advertising, *ineffability* of taste sensations are studied in English and other languages [1; 7; 9; 10; 15; 18]. Scholars study neurophysiology of taste and smell [2; 15], physiological multisensoriality of taste [13], lexical-gustatory synesthesia, phonological aspects of gustatory terms [3].

Online communication and digital technologies transformed many professional fields. In the era of e-commerce and online shopping advertising discourse changed considerably as well. Website, a must-have of any business, is to promote goods, to give detailed description of the assortment items. Social Media platforms gave multiple and diverse opportunities to businesses to communicate, to keep feedback with the clients and customers, to highlight many keypoints of their collections, manufacturing process, product packaging design, work of professionals, to implement multimodal approach and employ different modes in advertising depending on the platform, audience preferences etc.

To analyze gustatory lexicon in advertising websites and social media platforms of the two London-based shops – *Fortnum & Mason* and *Forman & Field* – were selected. Both shops specialize in top quality foods. Word frequency was analyzed with *Free Word Cloud Generator* (<https://www.freewordcloudgenerator.com/generatewordcloud>).

Fortnum & Mason (F&M), the UK Store, is one of the oldest businesses in the United Kingdom. Founded in 1707 as a grocery store that began to specialize in ready-to-eat luxury meals, Fortnum's evolved into a department store that continues to focus on stocking a variety of exotic, specialty and also 'basic' provisions. The World's Most Famous Cornershop with a 314-year-long-timeline has lots of favourite memories to share but in the 21st century the wonderful world of Fortnum & Mason is chronicled by the website and social media.

F&M website is used to inform customers about wide food assortment, new arrivals, to advertise goods and provide information for online shopping. Regular changes of the website content are to commemorate historic events (for instance, Platinum Jubilee of Elizabeth II, coronation of Charles III), to mark great holidays (Christmas, Easter) and seasonal traditions (for example, Summer picnics). The website sections open with catchy and memorable slogans characteristic of the advertising discourse: *Unpack an adventure / Ready, Set, Picnic! / Here Comes the Sun / Toast The Summer! / It's Always Time for Something Delicious... / Make It a Fortnum's Feast / To The Great Outdoors, with Fortnum's / It Can Only Be a Fortnum's Hamper / There's Nothing Sweeter... / What's Tea Without Biscuits? / Let's Go Al Fresco (Discover Every Picnic Essential at Fortnum's).*

Advertising luxury foods demands refined vocabulary, sophisticated narration and storytelling techniques that meet high standards of the wide luxury food assortment. As F&M stocks luxury food communicating taste in the best way is of outstanding importance. The website reveals efficient implementation of English gustatory lexicon. Though *taste* is the basic term of the gustatory modality in English it is not used in the texts, its derivative *tasty* (frequency rate – 18) occurs more frequently, and the synonyms of *taste* – *flavour* (24), *flavours* (29) – look much more preferable.

Flavour is communicated textually in many ways, mostly via numerous word collocations that reveal combinability of this word: *a complex flavour, spicy and fragrant flavour, intense flavour, predictably full flavour, a delicate blend of sweet and savoury flavours/ distinct flavours / a treasure trove of flavours/ positively bursting with flavour / ...that are absolutely dripping with flavour/ deep-flavoured / the flavoursome beef / Embark on a worldwide adventure and discover rare and intense flavours like nothing you've tasted before.* Flavour might be the result of mixing multiple ingredients and cooking techniques therefore it can be presented in a descriptive way: *The fat adds a buttery texture and profile that lingers with every bite. / On the palate there are delicious notes of summer berries with a delightful acidity and light, elegant*

tannins. / *Intensely aromatic with strong, savoury notes, the complex flavour combines sweet nuttiness with a salty depth and a long, lingering aftertaste.*

Delicious (61) and its derivatives (*deliciousness* (6), *deliciously* (2)) remain the most frequent among gustatory terms on F&M website: *delicious bouquet, a delicious after-dinner confection, delicious iced biscuits, a delicious addition to... / a delicious vegetarian feast / a delicious and organic blend of Grenache, Cinsault and Syrah/ packed with delicious delights / discover a plethora of deliciousness to enjoy on your big day/ more than provide deliciousness/ ...deliciously moist and moreish, each Scotch Egg contains a free-range egg with a vibrant orange yolk coated in British outdoor-reared pork / It will pair deliciously with a creamy risotto, smoked salmon and chocolate pudding*). The frequency of another adjective – *scrumptious* (19), the synonym of *delicious*, proves that general exceedingly pleasant taste sensation remains the main factor in advertising luxury foods and taste evaluation.

Unlike other basic taste varieties – *salty/ salted* (10), *bitter, sour* (*sour notes and light acidity / offering light floral notes and a refreshing acidity*), which occur in the texts not often, the adjective *sweet* (30) turns out the most frequent, after *delicious*, in communicating taste.

Combination of basic taste varieties is pretty rare: *salty-sweetness, bittersweet chocolate with intense flavour / Opening with zingy sweet passionfruit, ending with botanical flourish of anise from the liquorice/ the perfect combination of sweet and salty/ perfectly balanced by sweet-spicy pink pepper/ Salty-sweet and chewy toffee combines with plump dates in this expertly baked and abundant chocolate covered biscuit masterpiece.*

Umami, another basic taste term that was added to the list recently, is used just a couple of times: *rich journey through malty cocoa into earthy umami notes, ending with black truffle and a hint of sweetness/ A satisfying mix of umami and sweet buttery Madagascan vanilla caramel, with a long finish.*

Noteworthy, some taste types on F&M website are conceptualized and emphasized with the – *ness* nouns. Some of them

look occasional (*orange-ness*) and thus, attract attention immediately: a subtle *sweetness*, light grassy *sweetness*, fruity *sweetness*, the exotic *sweetness* of sugar cane and malt, full of *salty-sweetness*, to add a little *sweetness* / to bring out a spectacular *tartness* and *sweetness* / ...just melt-in-the-mouth *deliciousness*! / a mellow *fruitiness* and outstanding *orange-ness* sweet *nuttness*, producing an extremely moreish *nuttness* / delivering a fresh *zestyness* / Our latest innovation in biscuity *goodness* / Discover the *deliciousness* of Toffolossus time.

A set of source-based "tasty" adjectives and a cluster of nouns that denote fruits, vegetables, spices make it possible to describe flavours through essential ingredients: Crunchy, *nutty*, *buttery* and *chocolatey* – no wonder it has such a loyal fan club / well-balanced with *salty*, *lemony* undertones / *honey-like* flavour / A peerless pickle of *swede*, *parsnip*, *carrot*, *turnip*, *apple* and *celeriac* / The sweet *beetroot* flavour of these savoury biscuits is accompanied by mildly bitter *nigella seeds* and finished with a light dusting of flour, providing a unique addition to your cheeseboard.

Adjectives with the evaluative meaning that might be rendered as semantic superlatives, convey the idea of top quality and exclusiveness of the foods offered by F&M: *delightful* breakfast feast box, *exemplary* beef, a *perennial* favourite, *first-class* range of beef, *extraordinary* breakfast, *fabulous* biscuits, *perfect* accompaniment to any meal, *perfect* for soft, indulgent cheeses, a *truly extraordinary* addition to your Afternoon Tea or the *perfect* dinner party appetiser, an *irresistible* blend of tropical fruits and complex tea notes, *exclusive* to Fortnum's. *Perfect* for entertaining and *divine* when served with Fortnum's LBV Port.

Exquisite flavour of F&M foods is emphasized in the texts by adverbs – derivatives of the most frequent taste adjectives and adjectives with the positive evaluative meaning and the meaning of indefinite huge quantity: a *deliciously* decadent hazelnut, *deliciously* crisp, *deliciously* moist and moreish, a *deliciously* traditional handmade small batch preserve, a *deliciously* sweet Heather Honey infused Round, a *deliciously* smoky twist on the traditional cheese straw / *deliciously* bright preserve / *wonderfully* buttery / *wonderfully*

light/ *wonderfully* crisp and elegant/ *beautifully* creamy, beautifully decorated / *intensely* chocolatey without being overly rich / *Colossally* good! / An extraordinarily British set. The highest degree of intensification is expressed by the adverb *infernally* with negative connotations (of or relating to a nether world of the dead, of or relating to hell, hellish, diabolical (Merriam-Webster Dictionary): ***Infernally* tempting, it's the biscuit that bites back.**

It is quite important to communicate the blend of taste and smell sensations in the mouth. On F&M website olfaction is mentioned in some cases through a variety of collocations: *delicate fragrance, an intense savoury aroma, balanced by aromatic coriander, notes of tropical fruits on the nose / a nose of raspberry Pavlova, sherbet, wild strawberries, elderflower and oolong delivers a wonderful freshness.* Some flavour descriptions prove that the interconnection of gustation and olfaction is essential when tasting and eating food: *The resulting ham has an intense **savoury aroma** and a **complex flavour** that combines sweet nuttiness with a salty depth and a **lingering, satisfying aftertaste.***

Some foods descriptions demonstrate audio modality makes a considerable impact on taste. Audio modality is conveyed in the texts through the adjectives *crisp* (13) and *crunchy* (10) that are traditionally used in food reviews and advertisements: *deliciously crisp, irresistibly crisp, wonderfully crisp and elegant, vista crisps will keep you coming back for more/ sophisticated yet crunchy / the crispy crepe Feuilletine / crunchy summer courgettes/ crunchy, buttery and marbled with chewy whole stem ginger pieces. deliciously crunchy / scrumptious soft and crunchy amaretti / A scrumptious, crunchy gingerbread biscuit.* Sound imitation is another example of audio modality (a *fizz-filled* breakfast).

Texture of foods falls into the domain of tactile modality and can be described in the texts as *buttery texture / slightly chewy and gently crunchy texture/ a smooth, rich texture/ **light and flaky** creations / the buttery velvetiness of the cheese/ Velvety milk chocolate with a delightfully textured crunch of moreish almond praline.*

High-quality and exclusiveness of F&M foods are conveyed via the words *hand-made, hand-painted, hand-selected* and *traditionally*

cured (Made and *hand-decorated* in England, this collection of caramels is an exploration of our centuries' worth of curiosity. The grapes are *handpicked*, *delicately pressed* in whole bunches and macerated for a shorter period to produce a wonderfully light, salmon pink colour), the superlative degree of the adjectives (*best and most buttery* biscuits/ some of *the world's creamiest* milk), semantic superlatives (*premium* quality seafood, the *perfect* accompaniment to any meal), words associated with exclusive and expensive things (Darjeeling is known as *the 'Champagne of teas'* for its complexity and muscatel character) and the combination of all these stylistic means in the sentence (*Delight* in this moreish assortment of juicy jumbo raisins enrobed in the *finest* Belgian milk, white and dark chocolate. The perfect after-dinner treat/ *Lovingly crafted* by our *expert confectioners* with *the finest real fruit*, these *superbly sweet and juicy* fruit jellies are finished with a light dusting of sugar).

Persuasion strategy is realized as the lure in the advertisements through idiomatic collocations: *mouth-watering* selection box/ *melt-in-your-mouth* gingerbread, baked to perfection and finished with deliciously sweet icing.

Fortnum & Mason prioritizes an impressive range of social media platforms enumerated on the website as @fortnums. Pinterest contains numerous photos of F&M hampers, provisions, drinks, many other items of the assortment. Instagram is used to promote goods and includes photos of F&M assortment, work of artists on packaging design, photos of personnel and customers inside and outside the shop. Facebook familiarises visitors with F&M outlets and urges them to plunge into the delicious world. Direct and indirect directives induce visitors to try F&M foods:

Let's Picnic! 🍓🍷🍴 Our fully-furnished picnic hampers are filled with every fresh air feasting necessity – from fresh food feasts to toast-worthy tipples. **Dig in!** (01/7/23) Robust and malty, Fortnum's Breakfast Blend is the perfect morning pick-me-up. **Add a dash of milk and enjoy!** (01/7/23) It's time for tea! ☕ **Join us at The Parlour** (01/7/23) / Champagne for breakfast... **It's a yes from us!** 🍷🍾 (01/7/23) **Shake your tail feathers!** 🦚 Our glorious Peacock

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Installation is here to stay for the summer! Have you seen it yet?

Join us in Piccadilly (30/06/23) Toast to summer! 🍷🍷 **Enjoy 25%** 🍌 off all Fortnum's Wine and Bubbles when you buy a mixed-case of any six bottles. **HURRY! Offer ends midnight tomorrow. Shop now!** (30/06/23) **Think pink!** Bright, crisp, with delicious notes of summer berries, Fortnum's Côtes de Provence Rosé is a delightfully fresh and fruity tippie. (4/06/23) **Espresso yourself!** ☕ Fortnum's delicious Espresso Daiquiri combines the tropical pineapple and coconut notes of our London White Rum with an intense, freshly-brewed espresso and sweetly-decadent coffee liqueur. **Simply chill, shake and serve straight!** (1/06/23)

Exclamatives in the posts contribute to happy, festive mood and intensify the inducement: **POP!** 🍷🍷 Friday calls for something sparkling... Sparkling Tea, that is. (30/06/23) **Deliciously fruity!**

🍓☕ Sweet strawberries and strong black tea blend to create this refreshing loose leaf brew. (30/06/23) **Hip hip hooray!** 🎉 Filled with celebratory essentials including Salted Caramel Florentines, Champagne Chocolate Truffles, Pistachio & Clotted Cream Biscuits and even a bottle of Blanc de Blancs Champagne, Fortnum's Congratulations Hamper was created with all life's hurrah-worthy moments in mind (30/06/23).

The exclamative **NEW!** is used to highlight new delicious arrivals:

NEW! The Champagne of Teas. 🍷🍷 The first crop, or 'flush', of the season is a moment tea connoisseurs wait all year for, and this highly-prized blend is well worth the wait. Fortnum's 2023 Badamtam First Flush Darjeeling is now available in Piccadilly and online! (29/06/23)

NEW! 🍌 With a chewy caramel, hazelnut and praline centre and thick milk chocolate coating, these decadent biscuits are so delicious it's virtually impossible to stop at just one. Quite simply, a taste of biscuit heaven! (24/06/23)

NEW! 🐱 No matter how adorable they may be, we're still going to polish off this delicious pack of Man's Best Friend Iced Biscuits. A delightful gift for dog-loving Dads this Father's Day! (14/06/23).

In line with social media models F&M post are peppered with emojis, some of them picture fruits and other foods:

NEW! 🍋🍓🍊 Discover a trio of delicious Fortnum's spreads with the Breakfast at Piccadilly Gift Pack featuring our sweet Strawberry Preserve, zesty Lemon Curd and thick-cut Sir Nigel's Orange Marmalade. (29/06/23) What's cooking? 🍳 There's always something delicious to see at Fortnum's brand-new Food & Drink Studio. **Visit us on the 3rd Floor!** (22/06/23) Calling all little prince and princesses! 🏰 From a buttery Crown Biscuit with colourful fruit jewels to a sweet Vanilla Ladybird Lollypop and Strawberry Chocolate Cupcake, Fortnum's Children's Coronation Afternoon Tea is fit for royalty. Join us in The Diamond Jubilee Tea Salon this **#HalfTerm!** (30/05/23) Paws off Paddington! 🐻 Shop here (25/05/23)

Facebook content analysis proves that gustatory vocabulary of F&M in posts is quite limited in comparison with the website and the adjective *delicious* with its derivatives is an absolute leader:

Feelin' peachy! 🍑 Fortnum's Black Tea with Peach is a delightfully fruity brew, and the ideal accompaniment to our delicious Marzipan Fruits. Shop here (6/06/23) Delicious reads!

📖 Fortnum's Book Shop is the perfect place to find foodie inspiration and take home a new culinary companion. Your reading list has never tasted so good! Shop Cookbooks (5/06/23) Fortnum's in

The City! 🇬🇧 From biscuits to bubbles and everything-in-between, you'll find plenty of Fortnum's deliciousness at The Royal Exchange.

(8/06/23) And relax... ☕ Fusing calming notes of oolong tea with hints of blueberries, calendula and goji berries, Fortnum's Grace

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Botanical Infusion is a deliciously rejuvenating blend designed to soothe and reset. (5/06/23) Deliciously zesty and refreshing, Fortnum's Green Tea with Lemon loose leaf blend is the perfect pick-me-up. 🍋 (23/05/23)

Other gustatory terms in Facebook F&M posts are *sweet/sweetness, spicy, citruchy and velvety*:

A delightfully sweet blend created as part of our limited edition Coronation collection, Fortnum's Pineapple and Coconut Infusion is delicious served hot as well as over ice as a refreshing cold brew (29/05/23). If you like piña coladas! 🍍🥥 A delightfully sweet blend originally created for the Coronation of His Majesty King Charles III, this Pineapple and Coconut Infusion is delicious served hot as well as over ice as a refreshing cold brew (13/06/23)

***Sweet** 🍒 and spicy! The perfect partner to a deliciously strong cheese, Fortnum's tangy Chilli & Tomato Jam features the finest fresh red chillies grown in the Vale of Evesham. Perfect for picnics! Shop here (6/06/23) Light, citrusy and thoroughly sippable, Fortnum's Amalthea Dry Gin is the perfect Saturday night companion. Serve over ice with good quality tonic and a twist of orange. Cheers! (3/06/23) With bursts of orange blossom and a subtle floral sweetness, our much-loved Fortmason Blend comes to life as a beautifully buttery biscuit (29/05/23) Spoons at the ready!*

🍷 Sweet, creamy, and topped with velvety Italian Meringue, the Knickerbocker Glory is Fortnum's signature sundae. But don't just take our word for it, try it yourself! (8/06/23).

Forman & Field is another famous shop specialising in top quality food since 1905 when Harry Forman turned smoked salmon into a gourmet delicacy. Frequency of the words *smoked salmon* (50/ 62 respectively) proves this delicacy remains essential in F&F's range of fine food. Word Cloud Generator reveals that F&F's food selection is quite different from F&M:

different foods F&F incorporates into the texts highly complimentary comments of their clients: *"Very addictive!" / "Notably outstanding" / "So moorish, exceptional quality, I've fallen in love." / "Who needs turkey when you have Forman and Field's Gravadlax!?" / "Really tasty and came in a beautiful kilner jar" / "Sublime and delicious-perfect execution! / "Delicious, service was friendly and helpful too" / "Seasoned expertly and easy to prepare!" / "All my guests said it was delicious!" / "Extremely good and got our lunch party off to an excellent start." / "Perfectly seasoned" / "Absolutely delicious and top quality!" / "Much appreciated by the whole family."*

F&F gustatory vocabulary is not as diverse as F&M but some trends are similar. For example, *flavours* (16) not *taste* are described in the texts. Naturally, as F&F foods assortment is different word collocations with flavour differ from those we can observe on F&M website: *long lasting flavours of warm earth, farmyard and mushrooms / earthy flavours / deep, rich, savoury flavours / a whole variety of natural flavours / a slightly saltier and smokier flavour / milky flavour with woody notes and hint of peanut/ to bring spice and depth of flavour/ The dry, zesty notes complement the deep, rich salmon flavours perfectly / A moreish, flaky cheese with a slightly sweet, nutty flavour/ Flavour-wise it tastes similar to wild salmon; perhaps a touch more delicate but with that same natural, slightly gamey flavour.*

Such basic taste terms as *texture* (14), *sweet* (14) have almost the same frequency on F&M website: *addictive combination of salt and sweet / saltiness of a maple back bacon, with the chew of candied salmon / Warm, nutty, with a subtle sweetness.*

Delicious (27) is the most frequently used taste word on the F&F website: As the good bacteria start to break down the cheese the cheese softens and softens into a glorious spread – *delicious!* / Lean smoked salmon by Forman & Field is subtly smoky and *delicious.* / So simple, *so delicious.* / Ridiculously easy to cook and *utterly delicious.* / Simple, elegant and *delicious.*

High quality of British foods is communicated through other adjectives with positive evaluative meaning that do not belong to the lexico-semantic group of taste words – *best* (26), *beautiful* (19),

classic (19), *finest* (17), *perfect* (16), *traditional* (13), *fantastic* (9), and other words associated with top quality – *quality* (22), *artisan* (16), *expertly* (16), *homemade* (13), *delicacy* (7): *Our range is perfect for adding a luxurious touch to dinner parties or date nights. / Made with the finest pork and a blend of Christmas spices / exquisite beauty, luxury meat pies, luxurious selection of hard cheese astonishingly moreish and almost impossible to replicate at home / truly special/ stunning example of artisan British cheesemaking/ expertly smoked and prepared by our artisans/A top-notch accompaniment / satisfies savoury cravings. / This fabulous fish bundle contains.../ Caviar is often regarded as one of the world's finest foods; at Forman & Field, we appreciate that this luxury food is a delicacy its own right / Also a fab snack on its own.*

Some advertisements are completed with semantic superlatives that finalize the taste descriptions in the best possible way: *A beautiful blue from West Wales – Perl Las means blue pearl in Welsh; delicately salty and creamy. Fab. / Fabulous with cheese, Scotch Eggs and Welsh Rarebit Topping then top with a sweet, heady Port glaze. Marvellous. / The cure is applied after cold smoking in the kiln, so this is effectively smoked salmon with a very slight sozzle. / Marvellous dry salted and smoked to unctuous perfection in, oddly enough, Arbroath. Glorious. / It's rich, sweet, nutty, milky, heavenly.* Semantic superlatives in the final position leave effective argumentative "aftertaste" and look efficient in realization of the persuasion strategy. The usage of semantic superlatives in the texts helps to establish gradation of meaning, intensity and scalability of these adjectives within gustatory modality.

F&F texts include food-related idioms and idiomatic expressions: *as fresh as a French daisy / Do you have a sweet tooth? ... your willpower will be seriously tested by delicious treats below / Succulent, melt-in-the-mouth, heaven.*

Texture of the F&F foods looks important and tactile modality can be verbalized in various ways: *creamy texture/ a drier texture / delicate pearls and its sublime, buttery texture/ rather, delicate and light / heavenly blend of clotted cream and fresh vanilla buttercream, light-as-a-feather freshly baked scones, wonderfully light / Cheesy,*

truffley heaven. / A smooth, silky, golden cheese/ Creamy goat's cheese / soft, glossy texture / A creamy, white bloomy-rind cheese / Smooth silky texture and a golden curd / for a slightly spicy flavour with just a hint of sweetness and a chewy texture/ 'dry' or 'oily' slices of salmon / fatty or lean salmon / Quite a rarity. This Russian delicacy, made with large female freshwater sturgeon, is creamy in texture.

Aroma is not often mentioned in the descriptions of F&F foods: The aromas of the King Scallop and Salmon Kebabs in Sunblush Oil are heavenly... Freshness is another important criterion F&F focuses on: *Our fatty smoked salmon is the freshest around/ Fatty smoked salmon has hardly any saltiness or smokiness, which allows you to fully appreciate the freshness of the salmon / ...you can rely on us to deliver only the freshest ingredients and meals.*

Audio modality, if it is essential for the flavour perception, is conveyed through the adjective *crisp*: *Crisp, buttery shortcrust pastry / Crisp, flaky and full of intense cheesy flavours, made with artisan British cheese.*

Forman & Field's posts on Facebook are devoted to master classes, advertising tools (carving kit, rosewood-handled knife *etc.*), BBQ and picnics in summer, the range of foods available.

To entertain visitors some F&F Facebook posts are peppered with emoji:

Happy #FishFriday 🐟🍷👍

Today we're bringing you our best-selling Restaurant Collection

Fishcakes 😊

Made with great big chunks of prime fish, they're perfect for a quick mid-week meal 🍷

Available in 5 delicious flavours including:

🍷 *Lobster & Salmon*

🐟 *Hot-Smoked Salmon*

🐟 *Smoked Haddock*

🍷 *Sole Bonne Femme*

🍷 *Spicy Thai Crab*

Which one is your favourite? Let us know in the comments!
(29/04/2022)

A little BBQ inspo for the hottest day of the year so far... 🕶️

🍤 *Whole cooked lobster with garlic butter*

🍤 *Tiger Prawn and Parma ham brochettes*

🐟 *Seabass stuffed with fennel and lemon*

🍷 *Salmon & dill burgers*

🔥 *Grilled salmon steaks*

Are you firing up the grill today?? Let us know what you're cooking in the comments 🔥 (17/06/2022)

The posts are mostly about F&F major delicacy – smoked salmon, the gustatory vocabulary is restricted to a couple of words: *Don't miss this rare opportunity to experience the taste of this **incredible** fish, from the River Tweed./ We are fortunate enough **to be the last (and only!) supplier_of the incredible** River Tweed salmon in the world./ Featuring **a mouth-watering selection** of our favourite breakfast treats.*

Further research of gustatory lexicon in English, in the texts of different genres, in different discourse types will make it possible to identify the varieties of taste and the bulk of taste words, to find out more about the interaction of gustatory and other sensorial modalities, to compare the size of gustatory modality in English and other languages, to discover culture-specific characteristics, variability of taste and smell perception, to reveal ineffability and scalability of sensory modalities, to ascertain multisensoriality of sensorial sensations and semiotic strategies used to package taste and flavours.

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