

The Missing Ingredient



Posted by Becky Erwood 7/5/13

“I’LL HAVE WHAT SHE’S HAVING”

Anyone who loves their food will be frustrated at the lack of decent food options in the cinema. It’s an age-old discussion, but despite even Heston’s best efforts there’s no fighting against the ridiculously profitable mark up on popcorn.

That’s why I devoured the news of a new dimension in cinema... that of taste.

Edible Cinema aims to enhance the cinematic experience by offering viewers a tray of food and drink that directly relates to the narrative of the film you are watching.

Each guest is supplied with a tray of numbered mystery boxes containing a bite-sized tasting menu tailored to specific moments in the film. A number corresponding to a parcel is displayed just before the crucial moment, signaling guests to enjoy the food pairing and get a real taste of the action on screen.

The brains behind the operation is [Edible Cinema](#). The back catalogue so far includes *Some Like it Hot* and *This is Spinal Tap*. Check out their website for upcoming showings.

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