A TASTELESS TRICK

Bet you can fool your taste buds!

THE SETUP
Hold your nose and put a pinch of dry coffee in your mouth. Can you identify the coffee taste? Chew it. Let it dissolve on your tongue. Roll it around your mouth. Do anything ... but don't let go of your nose.

INSIDER INFORMATION
You'll be fooled, all right. Taste buds aren't what identify coffee flavor. Our sense of smell is the coffee detective. Prove it by letting go of your nose. Coffee is instantly recognizable in the nose and surprisingly in the mouth, too.
Only a few flavors sweet, salt, sour, and bitter are detected by the taste buds alone. Without smell, some things like coffee are not recognizable and other tastes are confusing.