Sensory Education introduces students to the importance senses play in determining consumption choices, as well as their catalysing influence on perceptions of quality, constructions of identity and the laying down of memory and emotional expression. While the subject focuses on the five common senses, it also considers the relationships between the senses and emotion as they play out and are utilised in settings such as retail spaces, restaurants, food events and accommodation. Drawing on historical, philosophical, scientific and gastronomic perspectives, the subject aims to make sense of the literature through weekly practical exercises, which allow students to experience each actual sense, and develop a vocabulary for and put into practice what they have learned from these experiences. As such, the educative aspect of the subject is as much about recognising and sharing reactions and feelings, both pleasurable and dissonant, as cognitive learning. This experiential approach will both scaffold students’ learning throughout the course and open the way for students to consider using sensorial approaches as a research methods in ethnography.