

Beyond expectations: the physiological basis of sensory-enhancement of satiety

Article (Accepted Version)

Yeomans, M R, Re, R, Wickham, M, Lundholm, H and Chambers, L (2016) Beyond expectations: the physiological basis of sensory-enhancement of satiety. *International Journal of Obesity*, 40 (11). pp. 1693-1698. ISSN 0307-0565

This version is available from Sussex Research Online: <http://sro.sussex.ac.uk/id/eprint/61324/>

This document is made available in accordance with publisher policies and may differ from the published version or from the version of record. If you wish to cite this item you are advised to consult the publisher's version. Please see the URL above for details on accessing the published version.

Copyright and reuse:

Sussex Research Online is a digital repository of the research output of the University.

Copyright and all moral rights to the version of the paper presented here belong to the individual author(s) and/or other copyright owners. To the extent reasonable and practicable, the material made available in SRO has been checked for eligibility before being made available.

Copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational, or not-for-profit purposes without prior permission or charge, provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way.

1 Beyond expectations: the physiological basis of sensory-enhancement of satiety.

2

3 Yeomans, MR¹, Re, R², Wickham, M³, Lundholm, H³, & Chambers, L^{1,4}

4

5 1. School of Psychology, University of Sussex, Brighton, BN1 9QH

6 2. World Sugar Research Organisation,

7 3. Nutrition Research, Leatherhead Food Research, Randalls Road,

8 Leatherhead, Surrey KT22 7RY, UK

9 4. British Nutrition Foundation, Imperial House 6th Floor, 15-19 Kingsway,

10 London WC2B 6UN

11

12 **Contact:**

13 Prof Martin R Yeomans

14 School of Psychology,

15 University of Sussex,

16 Brighton, BN1 9QH, UK

17 Email: martin@sussex.ac.uk

18 Tel: 01273 678617

19 Fax: 01273 678058

20

21 **Conflict of interest:**

22 This study was conducted as part of research grant BB/H004645/1 from the UK

23 Biotechnology and Biological Sciences Research Council (BBSRC) as part of the

24 DRINC initiative. None of the authors have any conflicts of interest relating to

25 the outcomes of the reported study.

26 **Abstract**

27 **Background/Objectives:** Consumption of high-energy beverages has been
28 implicated as a risk factor for weight gain, yet why nutrients ingested as
29 beverages fail to generate adequate satiety remains unclear. In general
30 consumers do not expect drinks to be satiating, but drinks generate greater
31 satiety when their sensory characteristics imply they may be filling. These
32 findings challenge traditional bottom-up models of how gut-based satiety signals
33 modify behavior to suggest that beliefs at the point of ingestion modify gut-based
34 satiety signaling.

35 **Subjects/Methods:** Healthy volunteers (n = 23) consumed four different
36 beverages, combining an overt sensory manipulation (thin, Low Sensory, LS, or
37 thicker and more creamy, Enhanced Sensory, ES) and covert nutrient
38 manipulation (low energy, LE, 78kcal; high energy, HE, 267 kcal) on different
39 days. Effects on satiety were assessed through rated appetite and levels of
40 glucose, insulin, pancreatic polypeptide (PP) and cholecystokinin (CCK) recorded
41 periodically over 90 minutes, and through intake at an ad libitum test lunch.

42 **Results:** Intake at the test lunch and rated appetite were both altered by both
43 the sensory and nutrient manipulations, with lowest intake and greatest
44 suppression of hunger post-drink in the ESHE condition. Insulin increased more
45 after HE than LE drinks, and after ES than LS drinks, while PP levels were higher
46 after ES than LS versions. CCK levels only increased after the ESHE drink.

47 **Conclusions:** These data confirm acute sensitivity of satiety after consuming a
48 drink both to the sensory characteristics and nutrient content of the drink, and
49 suggest that this may be at least in part due to top-down modulation of release of
50 satiety-related gut hormones.

51 **Introduction**

52 The worldwide increase in incidence of obesity driven by excessive energy
53 intake relative to energetic needs ¹ makes it imperative to better understand
54 why products like beverages appear to be ineffective at generating satiety and so
55 may contribute to the risk of weight gain. Traditionally, research into satiety has
56 focussed on physiological signals arising in the gut after nutrient ingestion²⁻⁴. A
57 cascade of hormonal signals arising from different areas of the gut, including
58 cholecystokinin (CCK), glucagon-like peptide (GLP-1), polypeptide YY (PYY) and
59 pancreatic polypeptide (PP) amongst others have all been shown to have some
60 role in the post-ingestive suppression of appetite ^{5,6}. These gut-derived signals
61 then influence neural centres regulating appetite^{4,7}, based on gut to brain
62 signalling. However, these types of satiety models struggle to explain why
63 nutrients ingested as beverages tend to generate weak satiety^{8,9} whereas similar
64 levels of nutrients ingested in other forms, such as soups, typically generate
65 much stronger satiety¹⁰. One possible explanation is that cues before and during
66 ingestion influence the way the gut responds to ingested nutrients, possibly
67 through signals from the brain to gut.

68

69 The idea that cues prior to and during ingestion lead to preparatory
70 physiological responses date back to Pavlov's work on conditioned salivation in
71 response to food-associated cues¹¹. These cephalic phase processes (CPRs) have
72 adaptive value in reducing the degree to which ingested nutrients impact on the
73 body ¹². One of the best known is cephalic phase insulin release (CPIR), which
74 has been widely demonstrated in humans^{13,14} and other animals^{15,16}, most
75 notably as a response to sweet taste in the mouth ^{17,18}. As well as CPIR, studies

76 have found conditioned release of pancreatic polypeptide (PP) in response to
77 sham-feeding of solid and liquid foods in human volunteers¹⁹⁻²¹: cephalic-phase
78 PP release is one of the more robust hormonal responses to orosensory cues²².
79 Although its precise physiological role remains unclear, PP release is known to
80 be under vagal control²³⁻²⁵, PP secretion is affected by food intake^{26,27} and PP has
81 been implicated in increased satiety in humans²⁸.

82

83 Traditionally, responses like CPIR have been interpreted in terms of associative
84 conditioning^{12,22}, with repeated associations between cues and post-ingestive
85 nutrient effects leading to enhanced preparatory physiological responses. A
86 recent study however provided evidence that explicit beliefs about a product can
87 also alter gut responses²⁹. Participants consumed the same nutrients either as a
88 beverage or gel and either with explicit expectations that the ingested item
89 would be liquid or gel in the stomach. The experience of satiety after ingestion
90 depended both on the oral experience (liquid or gel) and critically the belief of
91 how this would be in the stomach. Moreover, these expectations altered
92 physiological gut responses: there were larger insulin and GLP1 responses after
93 the gel than liquid version, and the belief that the ingested item would be liquid
94 in the stomach lead to faster gastric emptying. This implies that gut-based
95 responses can be modulated by top-down control. However, in that study all
96 ingested products had the same nutrient content, and so one interpretation
97 might be that the top-down influence modulated the extent to which the actual
98 nutrient signal generated hormone release. The implication is that beliefs should
99 interact with actual nutrient content to generate gut-based signals. A recent
100 series of studies in our laboratory provides evidence for this sensory-

101 enhancement of nutrient-induced satiety³⁰. Participants consumed drink
102 preloads varying overtly in sensory characteristics and covertly in nutrient
103 content prior to a test lunch. When the drink was thinner in texture and lacked
104 creamy flavour, participants were poor at compensating for covert addition of
105 energy, only reducing lunch intake by 10-20% of the added energy^{31,32}. In
106 contrast, when the same drink was noticeably thicker and creamier,
107 compensation for covert energy increased markedly, to 70-85%³¹⁻³³. A
108 subsequent study which explicitly manipulated satiety expectations further
109 confirmed how expectations alone altered response to nutrients³⁴. This
110 approach makes an ideal system to explore whether explicit satiety expectations
111 also modify gut-generated physiological satiety signals. The primary aim of the
112 present study was therefore to examine changes in physiological signals
113 implicated in cephalic phase responses (PP, insulin and glucose) following
114 ingestion of drinks varying overtly in sensory characteristics but covertly in
115 nutrient content. We also tested effects of these manipulations on changes in
116 CCK as a first test of whether sensory-enhanced nutrient-based satiety involved
117 changes in satiety signals beyond those implicated in cephalic phase responses.
118
119

120 **Methods**

121

122 *Design*

123 A repeated-measures preload paradigm contrasted the satiating effects of four
124 fruit yoghurt beverages combining two energy levels (high: HE, 274kcal or low:
125 LE, 78 kcal) and two levels of sensory quality (low: LS or enhanced: ES), giving
126 four preloads (LSLE, ESLE, LSHE, ESHE). Satiety responses were assessed as
127 changes in rated appetite and blood concentrations of glucose, insulin, PP and
128 CCK over the 90 minutes following preload ingestion, and intake at a test lunch
129 consumed 90 minutes after each preload.

130

131 *Participants*

132 Participants were recruited from Leatherhead Food Research's volunteer
133 database, and adverts were placed in papers, shops and companies in the local
134 area. Potential participants had to meet the following inclusion criteria: men,
135 apparently healthy, non-smoking, aged 18-55 years, not taking prescription
136 medication. Those with diabetes, who reported allergy or aversion to the test
137 products, any history of an eating disorder or who scored 7 or more on the
138 restraint scale from the Three Factor Eating Questionnaire ³⁵ were excluded.
139 Participants were 24 healthy volunteer men with an average age of 31 years
140 (range 19-52), and average BMI of 24.0 kg/m² (range 20.0 – 28.9).

141

142 The study was approved by the London Queens Square Ethics Committee (REC
143 reference: 12/LO/0737). All participants gave written informed consent to
144 participate in the study and the study was conducted in accordance with the

145 ethical standards laid down by the 1964 Declaration of Helsinki and in
146 accordance with Good Clinical Practice guidelines.
147
148 *Protocol*
149 Participants acted as their own controls and consumed each version of the test
150 beverage on four separate occasions (days 2-5), following an initial
151 acclimatization (day 1). There was a one week wash-out between test days and
152 order of presentation of the test beverages was counterbalanced using a
153 William's design. On the day prior to each test session, participants were
154 required to refrain from consuming alcohol and from doing any strenuous
155 exercise. They arrived at the Nutrition Unit at Leatherhead Food Research
156 between 0800 and 0900h in a fasted state having consumed only water from
157 2200h on the night before, and remained in the Unit for the duration of testing.
158 After eating a standard breakfast (~500 kcal) participants relaxed in the test
159 centre and were permitted to do non-strenuous activities (reading, TV watching,
160 internet browsing etc.). At 1 hour 15 minutes post-breakfast they had an
161 indwelling catheter inserted for regular blood sampling and 45 minutes later
162 were served the appropriate test beverage and asked to evaluate its flavour and
163 then consume all of it (2 minutes given to consume entire portion). Ninety
164 minutes later they were provided with an ad libitum lunch and intake was
165 recorded. Appetite ratings were collected pre-preload, post-preload, at 30
166 minute intervals up until lunch and post-lunch. On the last day height and
167 weight were measured and participants debriefed. On day 1 the protocol was
168 identical with the exception that participants were served water as the preload.
169

170 *Appetite ratings*

171 Ratings of appetite were recorded before and after preload consumption,
172 between the preload and test meal and at the end of the meal. Responses were
173 recorded using validated electronic VAS on hand-held computers (iPAQs ^{36,37}),
174 which were programmed to prompt participants at the relevant times. Scales
175 were end-anchored at one end with the lowest intensity feelings and the
176 opposing term at the high end. Participants indicated on the 64-mm scale the
177 place that best reflected their feelings at that moment, which was transformed
178 into a score between 0 and 100. The questions asked were: 'How hungry are
179 you?'; 'How full are you?'; 'How satiated are you?'; 'How strong is your desire to
180 eat?', based on the form of ratings recommended for satiety studies ³⁸.

181

182 *Blood analyses*

183 GI hormone levels were determined from plasma drawn before the beverage was
184 served (time = -15 and 0 minutes: baseline measures) and then at 1, 3, 5, 10, 15,
185 30, 60 and 90 minutes after beverage ingestion. These times were selected
186 based on previous research on cephalic phase hormone release ^{17,19}.

187 Immediately after each blood draw plasma was extracted by adding the samples
188 to centrifuge tubes containing enough mixed K₃EDTA to achieve a final
189 concentration of 1.735 mg/ml and the sample aliquoted and stored in a -70°C
190 freezer. Because of the short duration between samples immediately after
191 consumption, if blood could not be drawn within 30 seconds of the target time
192 post-ingestion, no sample was taken at that time. This meant there were
193 occasional missing samples because of problems with the catheters, and for 3

194 participants on one day and two test days for one participant, it was not possible
195 to draw blood on at least 4 missing occasions per participant.

196

197 Hormone assays were conducted using commercial Elisa kits: for PP (EMD
198 milipore) and CCK (BioSupply plc UK), these kits used the sandwich ELISA
199 approach. Blood glucose levels were measured using finger-prick blood sample
200 collection. Samples were analysed immediately using a Yellow Springs
201 Instruments (YSI) analysis machine.

202

203 *Test food and drink*

204 The test fruit-juice/yoghurt beverages used as preload stimuli were based on
205 those we have used previously ^{32,33,39}, and were the same as in a recent paper ⁴⁰,
206 with a 300ml served portion (full ingredient list in Table 1). All drinks had a
207 base of 100g of a proprietary fruit juice (mango and papaya juice, Tropicana UK),
208 combined with fat-free fromage frais (Sainsbury's plc, UK) and a low-calorie fruit
209 squash (low-calorie peach and barley, Robinson's plc, UK). Maltodextrin (C-dry
210 md01910, Cargill plc, UK) was used to increase the caloric content, so that the HE
211 version had approximately 200kcal more than the LE (HE 274 kcal, LE 78kcal).
212 Sensory characteristics were manipulated by addition of milk caramel flavouring
213 (Synrise, DE) and tara gum (Kaly's Gastronomie, France), and small quantities of
214 aspartame were added to LE versions to counter the slight sweet taste of the
215 added maltodextrin, and commercial food colours used to match the drinks
216 visually. The final versions had been tested extensively to ensure that the ES
217 manipulations generated satiety expectations and that the LE and HE versions
218 were sensorially matched, as detailed elsewhere⁴⁰.

219

220 The two-course test lunch consisted of a large serving (1500g) of pasta with
221 tomato and cheese sauce. This was prepared on-site using a proprietary pasta
222 sauce (tomato sauce, Dolmio brand), penne pasta (Sainsbury's UK), vegetable oil
223 and mozzarella cheese (Sainsbury's UK), followed by a chocolate mousse (250g
224 portion: Sainsbury's, UK). Participants were permitted to eat as much or as little
225 as they liked.

226

227 **Data analysis**

228 For intake data, one person did not complete two sessions and their data were
229 discounted from analysis. Total mass and total calories consumed at the lunch
230 were contrasted using 2-way ANOVA with preload energy (LE or HE) and
231 sensory (LS or ES) as factors.

232

233 Due to problems getting blood drawn at the specified times, occasional sample
234 loss during the assay process, and one participant not completing two sessions,
235 there was at least one data point missing from blood samples for 14/23
236 participants. To assess effects of the preloads on changes in blood glucose and
237 hormone levels, data from the two pre-preload samples were averaged to give a
238 baseline level. These baseline values were then subtracted from all available
239 post-preload samples giving a possible 9 post-preload values. These data were
240 then analysed using mixed linear modelling, with energy (LE or HE), sensory (LS
241 or ES) and time (1, 3, 5, 10, 15, 30, 60 and 90 minutes post preload) as fixed
242 factors and participant as repeated random factor. This approach allowed us to

243 make maximum use of available data. Appropriate contrasts were then
244 conducted to determine the source of any significant effects.
245
246 For the appetite ratings (hunger, fullness, satiation and desire to eat), the IPAQ
247 devices failed on several occasions, with data missing for 4/23 participants.
248 Consequently, mixed linear modelling, with energy (LE or HE), sensory (LS or
249 ES) and time (13, 28, 43,58, 73 and 90 minutes post preload) as fixed factors and
250 participant as repeated random factor, was used.
251

252 **Results**

253

254 ***Test meal intake***

255 As expected, the total weight of the lunch (pasta and dessert) was less following
256 HE than LE drinks [$F(1,22) = 13.06, p=0.002, \eta^2= 0.37$: Figure 1A], but this
257 depended on the sensory characteristics of the test drink [energy x sensory
258 interaction, $F(1,22) = 4.55, p=0.044, \eta^2= 0.17$], with significantly lower lunch
259 intake in the ESHE than LSLE ($p=0.002$) and ESLE ($p<0.001$) conditions, with
260 LSHE intermediate. There was no significant difference in intake between the
261 two LS conditions. The same data pattern was seen when caloric intake at the
262 test meal was calculated (Figure 1B), with lower caloric intake following
263 consumption of the HE drinks compared to the LE versions [$F(1,22) = 12.56,$
264 $p=0.002, \eta^2= 0.36$] and again this was affected by the drink's sensory
265 characteristics [energy x sensory interaction: $F(1,22) = 4.45, p=0.047, \eta^2= 0.17$].
266 When the difference in lunch intake was expressed as a percentage of the actual
267 energy difference between equivalent HE and LE versions (a measure of
268 compensation, COMPX: REF), this differed between sensory conditions [$F(1,22) =$
269 $4.45, p=0.047, \eta^2= 0.17$], with higher compensation in the ES ($92 \pm 17\%$) than LS
270 condition ($32 \pm 31\%$).

271

272 ***Hormone and glucose response***

273 Blood glucose increased after preload ingestion after all four drinks, but this was
274 significantly greater for HE than LE drinks [$F(1,669) = 78.16, p<0.001$: Figure 2A].
275 There was no significant effect of the sensory manipulation on changes in blood
276 glucose levels [$F(1,669) = 0.01, p = 0.93$], but there was a significant effect of

277 time of rating [$F(7,699) = 34.50, p < 0.001$] and significant interaction between
278 time of rating and energy [$F(7,669) = 8.65, p < 0.001$]. Glucose levels rose within
279 minutes of drink consumption and peaked around 30 min for HE drinks, earlier
280 for LE (Figure 2A).

281

282 Insulin levels also increased after drink ingestion (Figure 2B), and increased
283 more overall after HE than LE drinks [$F(1,665) = 194.83, p < 0.001$]. However this
284 increase in insulin was significantly greater after ES than LS drinks as well
285 [$F(1,665) = 16.68, p < 0.001$], and the energy x sensory interaction was also
286 significant [$F(1,665) = 5.70, p = 0.017$]. The change in insulin varied with time
287 [$F(7,665) = 52.10, p < 0.001$], and the peak increase was around 30 minutes in all
288 conditions, but the change with time depended on energy [$F(7,665) = 16.21,$
289 $p < 0.001$].

290

291 In contrast to insulin and glucose, although levels of PP also increased post-
292 ingestion, this was only significant in response to the sensory manipulation
293 [$F(1,665) = 30.11, p < 0.001$], with no significant effect of energy [$F(1,665) = 0.95,$
294 $p = 0.33$]. Although there was a significant effect of time [$F(7,665) = 6.62, p <$
295 0.001], none of the interactions involving time were significant, nor was the
296 energy x sensory interaction. As can be seen (Figure 2C), there was a small
297 initial increase in PP soon after ingestion in all four conditions, but PP returned
298 to baseline within 15 minutes in both LS conditions, but PP levels remained
299 higher than baseline throughout the 90 minutes post-ingestion in both ES
300 conditions.

301

302 The pattern of change in CCK after drink ingestion was complex, with significant
303 overall effects of energy [$F(1,665) = 5.50, p = 0.019$], sensory [$F(1,665) = 23.01, p$
304 < 0.001] and time [$F(7,665) = 2.47, p = 0.016$], and a significant sensory x energy
305 interaction [$F(1,665) = 3.86, p = 0.05$], but no other significant interactions.

306 From Figure 2D it can be seen that in the first 15 minutes after ingestion, CCK
307 only increased in the condition where additional energy was ingested in the ES
308 context (i.e. ESHE): changes in the other conditions showed little difference from
309 baselines during this time. There were then no significant differences between
310 conditions at 30 and 60 minutes, but at 90 minutes, surprisingly, CCK increased
311 again in the ESHE condition.

312

313 ***Rated appetite***

314 The changes in hunger (Figure 3A) and desire to eat (Figure 3B) across the 90
315 minutes post-preload were similar: both varied significantly with time of rating
316 (hunger [$F(5,522) = 14.98, p < 0.001$], desire [$F(5,521) = 14.18, p < 0.001$]), and
317 were also affected by drink energy (hunger [$F(1,522) = 4.75, p = 0.03$], desire
318 [$F(1,521) = 4.33, p = 0.039$]) and sensory (hunger [$F(1,522) = 3.78, p = 0.045$],
319 desire [$F(1,521) = 4.40, p = 0.036$]). Hunger and desire to eat decreased in all
320 conditions after drink consumption (13 minutes ratings), although these
321 decreases tended to be greater after ES than LS drinks. Both hunger and desire
322 to eat then increased up to lunch, but at no time was there a significant
323 difference between the LSLE and LSHE conditions for either rating. Both hunger
324 and desire to eat remained lower in the ESHE condition than any of the other
325 conditions, whereas these ratings recovered most rapidly in the ESLE condition,

326 so that the contrasts between ESHE and ESLE were significant for both ratings at
327 73 and 90 minutes(both $p < 0.05$).

328

329 The change in fullness (Figure 3C) and satiation (Figure 3D) ratings after preload
330 ingestion largely mirrored the pattern seen with hunger and desire to eat,
331 although the clearest dissociation between the four drinks was seen with fullness
332 ratings, with large overall effects of time [$F(5,522) = 8.39, p < 0.001$], energy
333 [$F(1,522) = 10.10, p = 0.002$] and sensory [$F(1,522) = 7.47, p = 0.006$], as well as a
334 significant energy x sensory interaction [$F(1,522) = 4.29, p = 0.039$]. Fullness
335 increased significantly after drink ingestion for all four drinks but then remained
336 higher in the ESHE condition than the other three drinks, where changes were
337 similar. At no time was the contrast between LSHE and LSLE significant, but the
338 contrast between ESHE and ESLE was significant at the 58, 73 and 90 minute
339 time points. The changes in satiation ratings followed the same essential pattern
340 as fullness, as would be expected, but only the effects of time [$F(5,522) = 8.40,$
341 $p < 0.001$] and energy [$F(1,522) = 14.75, p < 0.001$] were significant. Figure 3D
342 shows much less dissociation between the ESHE and LSHE for this rating than
343 the other three, but although effects of sensory were not significant the decrease
344 in satiation for ESLE follows a similar pattern, faster recovery than in LSLE, that
345 was seen with fullness ratings.

346

347

348 **Discussion**

349 The key finding from this study was that increases in plasma levels of PP, insulin
350 and CCK after consuming drinks depended both on the energy content and
351 sensory characteristics of the beverage consumed. These manipulations also
352 altered satiety responses in response to covert nutrient manipulations,
353 replicating previous research³¹⁻³⁴.

354

355 The ability of the present study to assess cued hormonal release in response to
356 manipulated sensory characteristics of the test beverages relied on replication of
357 our earlier behavioural findings using similar drink manipulations. The present
358 lunch intake data confirmed this: participants consumed less after covert energy
359 manipulation, but this effect was larger when nutrients were added to a thicker,
360 more creamy beverage (ES). Data for rated appetite also supported this sensory-
361 enhanced satiety, but also provided evidence of “rebound hunger” in the
362 situation where sensory characteristics predicted a more nutrient-rich drink but
363 actual nutrient content was minimal (78kcal). Initially, consuming the ES drink
364 reduced hunger regardless of nutrient content. However, from 30 minutes
365 onwards hunger recovered more rapidly after ESLE than ESHE versions,
366 consistent with the rebound hunger we have reported in related studies³². This
367 questions attempts to develop new food products with reduced energy content
368 without altering sensory characteristics: where the experienced effects of
369 nutrients fall short of what is expected, this mis-match could lead to subsequent
370 increased hunger and consequent increased intake³⁰.

371

372 Analysis of hormone data provided evidence to support the predicted sensory-
373 modulation of responses to ingested nutrients. Given that some earlier studies
374 reported no cephalic phase responses to liquids ^{17,20}, the present study is the
375 first to find changes in a drink context. The hypothesis that the ES manipulation
376 would stimulate insulin release, based on CPIR ^{20,22}, was supported, with larger
377 increases in plasma insulin after ESHE than LSHE drinks, as well as expected
378 effects of nutrient intake on both insulin and glucose response. However, if this
379 was purely down to CPIR the prediction would have been that these effects
380 would be strongest shortly after drink ingestion ^{20,22}, whereas actual increases in
381 insulin after ES drinks peaked between 10 - 30 min. Could this then be a
382 physiological response to the tara gum used to increase drink thickness?
383 Previous research suggests not: the galactomannan found in tara gum would
384 have been predicted to have the opposite effect as there is considerable evidence
385 that soluble fibres reduced both post-prandial insulin responses and
386 hyperglycemia associated with glucose ingestion ⁴¹⁻⁴³. Thus the most plausible
387 explanation for effects of sensory manipulations on insulin is through top-down
388 modulation of the insulin response.

389

390 The clearest effects of sensory manipulations on hormonal responses were with
391 PP. PP levels were significantly elevated after ES but not LS drinks, with this
392 effect evident shortly after drink ingestion and sustained for the 90 minute
393 measurement period. The lack of effect of covert energy manipulations on PP
394 levels was notable. PP has been implicated as a satiety signal: infusion of PP
395 reduces food intake in humans ^{44,45}, and PP levels can be increased for as long as
396 6h after a meal ⁴⁶. What was surprising in the present study was that ingestion

397 of the ESLE drink significantly increased PP levels but this increase was neither
398 associated with decreased hunger or decreased food intake: on the contrary,
399 people were more hungry pre-lunch after the ESLE than LSLE drink. Thus PP
400 release may be a signal of potential satiety which is integrated with actual
401 nutrient detection to achieve actual satiety. This pattern of response contrasted
402 with the effects of the same drinks on CCK, where increased CCK was only seen
403 with the ESHE drink: neither consumption of the ESLE or LSHE drinks resulted in
404 increased CCK. Thus our data suggest that physiological satiety cues require
405 integration of cues predictive of nutrient content (the ES manipulation) with
406 actual sensed nutrient intake (covert energy manipulation). This clearly implies
407 much greater top-down control of how the gut responds to nutrient ingestion
408 than had been previously credited.

409

410 How then might sensory manipulations result in enhanced PP and CCK release?
411 Traditional bottom-up models of appetite control postulate that nutrient
412 detection in the gut stimulates release of satiety-related gut hormones which in
413 turn act to suppress subsequent intake ⁴⁷⁻⁴⁹. However, such models cannot
414 readily explain the present data. Likewise, the ideas that cues that predict
415 nutrients lead to preparatory physiological responses in preparation for nutrient
416 processing are well known and established ¹², but these models are based on
417 conditioned responses that arise from multiple pairings of stimuli. What the
418 present, and other recent ²⁹, data suggest is that in humans the expectation that a
419 food will be filling may be sufficient to produce top-down preparatory responses
420 that lead to modifications in the way nutrients are subsequently processed. Thus
421 this explanation suggests that the observed hormonal responses were a result of

422 some form of priming of hormone release. For PP this appears adequate as
423 enhanced PP was only seen after ES manipulations. But CCK release was
424 dependent on both the sensory and nutrient manipulations, implying that the top
425 down priming of CCK release integrated with actual nutrient sensing. These
426 explanations at present are descriptive: the key aim of future work must now be
427 to examine these at a mechanistic level.

428

429 A clear limitation of the present study was hormonal response data were limited
430 to CCK, insulin and PP: budget limitations precluded assays of ghrelin, GLP-1 or
431 PYY. Further work is needed to test whether other hormones implicated with
432 appetite control show similar top-down control. Ghrelin and GLP-1 may be
433 especially interesting in this context: the recovery of ghrelin post-ingestion has
434 been found to vary with beliefs about the nature of the drink ⁵⁰, while belief of
435 whether a product is solid or liquid in the gut influenced the GLP-1 response ²⁹.
436 Likewise, effects on rates of gastric emptying, etc, need to be investigated.
437 However, the present data clearly show that small modifications to the
438 characteristics of a beverage are sufficient to alter gut responses within the
439 range of responses measured by this study.

440

441

442 **References cited**

443

- 444 1. Hill JO, Wyatt HR, Peters JC. Energy balance and obesity. *Circulation* 2012;
445 **126**(1): 126-132.
- 446
- 447 2. Sclafani A, Ackroff K. Role of gut nutrient sensing in stimulating appetite
448 and conditioning food preferences. *American Journal of Physiology-*
449 *Regulatory, Integrative and Comparative Physiology* 2012; **302**(10):
450 R1119-R1133.
- 451
- 452 3. Sam AH, Troke RC, Tan TM, Bewick GA. The role of the gut/brain axis in
453 modulating food intake. *Neuropharmacology* 2012; **63**(1): 46-56.
- 454
- 455 4. Hussain S, Bloom S. The regulation of food intake by the gut-brain axis:
456 implications for obesity. *Int J Obesity* 2013; **37**(5): 625-633.
- 457
- 458 5. Hellström PM. Satiety signals and obesity. *Current opinion in*
459 *gastroenterology* 2013; **29**(2): 222-227.
- 460
- 461 6. Perry B, Wang Y. Appetite regulation and weight control: the role of gut
462 hormones. *Nutrition & diabetes* 2012; **2**(1): e26.
- 463
- 464 7. Holzer P, Reichmann F, Farzi A. Neuropeptide Y, peptide YY and
465 pancreatic polypeptide in the gut–brain axis. *Neuropeptides* 2012; **46**(6):
466 261-274.
- 467
- 468 8. Stubbs J, Whybrow S. Beverages, appetite and energy balance. In: Wilson
469 T, Temple NJ (eds). *Beverages in Nutrition and Health*. Humana Press:
470 Totowa, NJ, 2003, pp 261-278.
- 471
- 472 9. de Graaf C. Why liquid energy results in overconsumption. *P Nutr Soc*
473 2011; (70): 2.
- 474
- 475 10. Mattes R. Soup and satiety. *Physiology and Behavior* 2005; **83**(5): 739-47.
- 476
- 477 11. Pavlov IP, Gantt WH, Volborth G, Cannon WB. *Conditioned reflexes and*
478 *psychiatry*, vol. 2. International publishers New York, 1941.
- 479
- 480 12. Woods SC. The eating paradox: how we tolerate food. *Psychological*
481 *Review* 1991; **98**(4): 488-505.
- 482
- 483 13. Teff KL, Mattes RD, Engelman K. Cephalic phase insulin release in normal
484 weight males: verification and reliability. *Am J Physiol* 1991; **261**(24):
485 E430-E436.
- 486

- 487 14. Teff KL, Mattes RD, Engelman K, Mattern J. Cephalic-phase insulin in
488 obese and normal-weight men: relation to postprandial insulin.
489 *Metabolism* 1993; **42**(12): 1600-1608.
490
- 491 15. Berthoud H, Jeanrenaud B. Sham feeding-induced cephalic phase insulin
492 release in the rat. *Am J Physiol* 1982; **242**(4): E280-E285.
493
- 494 16. Bernstein IL, Woods SC. Ontogeny of cephalic insulin release by the rat.
495 *Physiology & behavior* 1980; **24**(3): 529-532.
496
- 497 17. Teff KL, Devine J, Engelman K. Sweet taste: effect on cephalic phase
498 insulin release in men. *Physiology & behavior* 1995; **57**(6): 1089-1095.
499
- 500 18. Just T, Pau HW, Engel U, Hummel T. Cephalic phase insulin release in
501 healthy humans after taste stimulation? *Appetite* 2008; **51**(3): 622-627.
502
- 503 19. Teff KL. Cephalic phase pancreatic polypeptide responses to liquid and
504 solid stimuli in humans. *Physiology and Behavior* 2010; **99**(3): 317-23.
505
- 506 20. Teff K. Nutritional implications of the cephalic-phase reflexes: endocrine
507 responses. *Appetite* 2000; **34**(2): 206-213.
508
- 509 21. Schwartz T, Stenquist B, Olbe L. Cephalic phase of pancreatic-polypeptide
510 secretion studied by sham feeding in man. *Scandinavian journal of*
511 *gastroenterology* 1979; **14**(3): 313-320.
512
- 513 22. Smeets PAM, Erkner A, de Graaf C. Cephalic phase responses and appetite.
514 *Nutr Rev* 2010; **68**(11): 643-655.
515
- 516 23. Schwartz T, Holst J, Fahrenkrug J, Jensen SL, Nielsen OV, Rehfeld J *et al.*
517 Vagal, cholinergic regulation of pancreatic polypeptide secretion. *Journal*
518 *of Clinical Investigation* 1978; **61**(3): 781.
519
- 520 24. Schwartz TW. Pancreatic polypeptide: a unique model for vagal control of
521 endocrine systems. *Journal of the autonomic nervous system* 1983; **9**(1):
522 99-111.
523
- 524 25. Taylor I, Feldman M. Effect of Cephalic-Vagal Stimulation on Insulin,
525 Gastric Inhibitory Polypeptide, and Pancreatic Polypeptide Release in
526 Humans*. *The Journal of Clinical Endocrinology & Metabolism* 1982; **55**(6):
527 1114-1117.
528
- 529 26. Asakawa A, Inui A, Yuzuriha H, Ueno N, Katsuura G, Fujimiya M *et al.*
530 Characterization of the effects of pancreatic polypeptide in the regulation
531 of energy balance. *Gastroenterology* 2003; **124**(5): 1325-1336.
532
- 533 27. Kojima S, Ueno N, Asakawa A, Sagiya K, Naruo T, Mizuno S *et al.* A role
534 for pancreatic polypeptide in feeding and body weight regulation.
535 *Peptides* 2007; **28**(2): 459-463.

- 536
537 28. Jayasena CN, Bloom SR. Role of Gut Hormones in Obesity. *Endocrin Metab Clin* 2008; **37**(3): 769-787.
538
539
540 29. Cassady BA, Considine RV, Mattes RD. Beverage consumption, appetite,
541 and energy intake: what did you expect? *Am J Clin Nutr* 2012; **95**(3): 587-
542 593.
543
544 30. Chambers L, McCrickerd K, Yeomans MR. Optimising foods for satiety.
545 *Trends Food Sci Tech* 2015; **41**(2): 149-160.
546
547 31. Chambers L, Ells H, Yeomans MR. Can the satiating power of a high energy
548 beverage be improved by manipulating sensory characteristics and label
549 information? *Food Qual Prefer* 2013; **28**: 271-278.
550
551 32. Yeomans MR, Chambers LC. Satiety-relevant sensory qualities enhance
552 the satiating effects of mixed carbohydrate-protein preloads. *Am J Clin*
553 *Nutr* 2011; **94**: 1410-1417.
554
555 33. Yeomans MR, McCrickerd K, Brunstrom JM, Chambers L. Effects of
556 repeated consumption on sensory-enhanced satiety. *Brit J Nutr* 2014;
557 **111**: 1137-1144.
558
559 34. McCrickerd K, Chambers L, Yeomans MR. Fluid or Fuel? The Context of
560 Consuming a Beverage Is Important for Satiety. *Plos One* 2014; **9**(6):
561 e100406.
562
563 35. Stunkard AJ, Messick S. The three-factor eating questionnaire to measure
564 dietary restraint, disinhibition and hunger. *J Psychosom Res* 1985; **29**(1):
565 71-83.
566
567 36. Hull S, Re R, Tiihonen K, Viscione L, Wickham M. Consuming polydextrose
568 in a mid-morning snack increases acute satiety measurements and
569 reduces subsequent energy intake at lunch in healthy human subjects.
570 *Appetite* 2012; **59**(3): 706-712.
571
572 37. Hull S, Re R, Chambers L, Echaniz A, Wickham MS. A mid-morning snack
573 of almonds generates satiety and appropriate adjustment of subsequent
574 food intake in healthy women. *Eur J Nutr* 2014: 1-8.
575
576 38. Blundell J, De Graaf C, Hulshof T, Jebb S, Livingstone B, Lluich A *et al*.
577 Appetite control: methodological aspects of the evaluation of foods.
578 *Obesity Reviews* 2010; **11**(3): 251-270.
579
580 39. McCrickerd K, Chambers L, Brunstrom JM, Yeomans MR. Subtle changes in
581 the flavour and texture of a drink enhance expectations of satiety. *Flavour*
582 2012; **1**: 20.
583

- 584 40. McCrickerd K, Chambers L, Yeomans MR. Does modifying the thick
585 texture and creamy flavour of a drink change portion size selection and
586 intake? *Appetite* 2014; **73**: 114-120.
587
- 588 41. Morgan L, Tredger J, Wright J, Marks V. The effect of soluble-and
589 insoluble-fibre supplementation on post-prandial glucose tolerance,
590 insulin and gastric inhibitory polypeptide secretion in healthy subjects.
591 *Brit J Nutr* 1990; **64**(01): 103-110.
592
- 593 42. Jenkins DJ, Axelsen M, Kendall CW, Augustin LS, Vuksan V, Smith U.
594 Dietary fibre, lente carbohydrates and the insulin-resistant diseases. *Brit J*
595 *Nutr* 2000; **83**(S1): S157-S163.
596
- 597 43. Slavin J, Green H. Dietary fibre and satiety. *Nutrition Bulletin* 2007; **32**:
598 S32-42.
599
- 600 44. Batterham R, Le Roux C, Cohen M, Park A, Ellis S, Patterson M *et al.*
601 Pancreatic polypeptide reduces appetite and food intake in humans. *The*
602 *Journal of Clinical Endocrinology & Metabolism* 2003; **88**(8): 3989-3992.
603
- 604 45. Berntson GG, Zipf WB, O'Dorisio TM, Hoffman JA, Chance RE. Pancreatic
605 polypeptide infusions reduce food intake in Prader-Willi syndrome.
606 *Peptides* 1993; **14**(3): 497-503.
607
- 608 46. Adrian T, Bloom S, Bryant M, Polak J, Heitz P, Barnes A. Distribution and
609 release of human pancreatic polypeptide. *Gut* 1976; **17**(12): 940-944.
610
- 611 47. Little T, Horowitz M, Feinle - Bisset C. Role of cholecystokinin in appetite
612 control and body weight regulation. *Obesity reviews* 2005; **6**(4): 297-306.
613
- 614 48. Murphy KG, Bloom SR. Gut hormones and the regulation of energy
615 homeostasis. *Nature* 2006; **444**(7121): 854-859.
616
- 617 49. Chaudhri OB, Salem V, Murphy KG, Bloom SR. Gastrointestinal satiety
618 signals. *Annual Review Of Physiology* 2008; **70**: 239-55.
619
- 620 50. Crum AJ, Corbin WR, Brownell KD, Salovey P. Mind Over Milkshakes:
621 Mindsets, Not Just Nutrients, Determine Ghrelin Response. *Health Psychol*
622 2011; **30**(4): 424-429.
623
624

625 **Figure Legends**

626

627 Figure 1. Intake at the test lunch after the four drink preloads (LE, low energy;
628 HE, high energy; LS, low sensory; ES, enhanced sensory) expressed both as the
629 mass consumed (A) and total energy consumed (B). Data are mean \pm SEM.

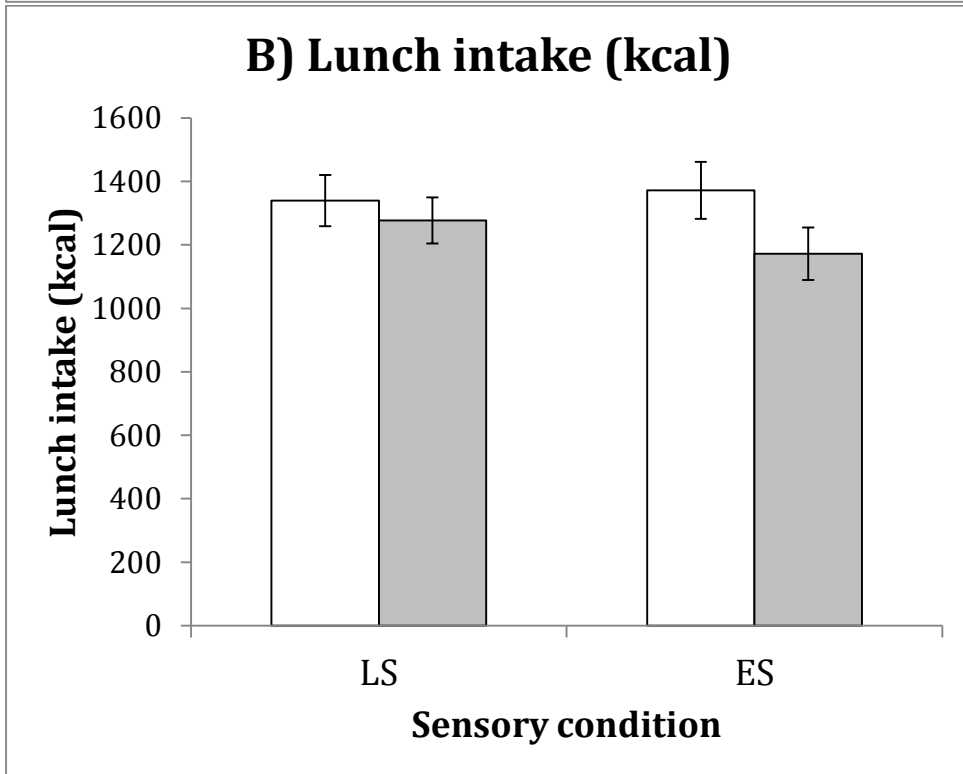
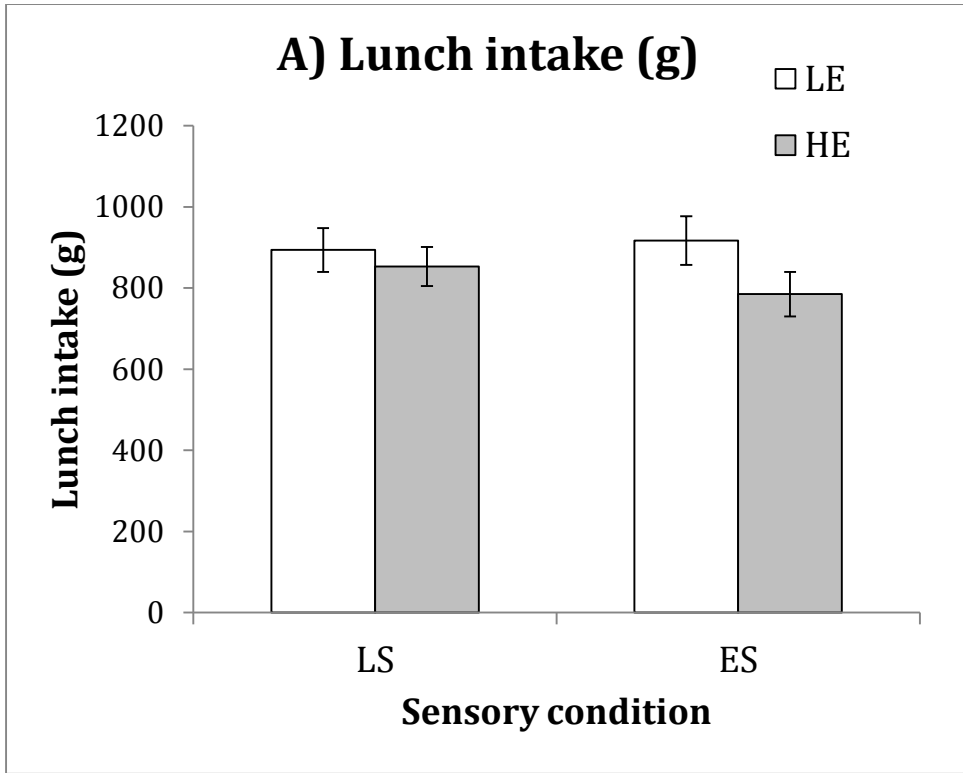
630

631 Figure 2. Changes in blood concentrations of (A) glucose (B) insulin (C)
632 pancreatic polypeptide and (D) cholecystokinin across the 90 minute post-
633 preload drink in the LSLE (open circles, broken line), ESLE (open squares,
634 broken line), LSHE (closed circle, solid line) and ESHE (solid squares, solid line)
635 conditions.

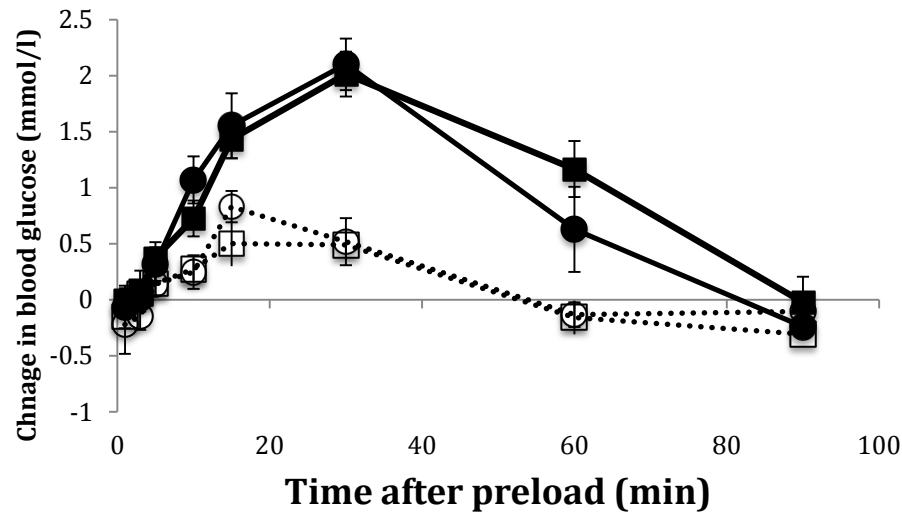
636

637 Figure 3. Changes in ratings of (A) hunger (B) fullness (C) desire to eat and (D)
638 satiation across the 90 minute post-preload drink in the LSLE (open circles,
639 broken line), ESLE (open squares, broken line), LSHE (closed circle, solid line)
640 and ESHE (solid squares, solid line) conditions.

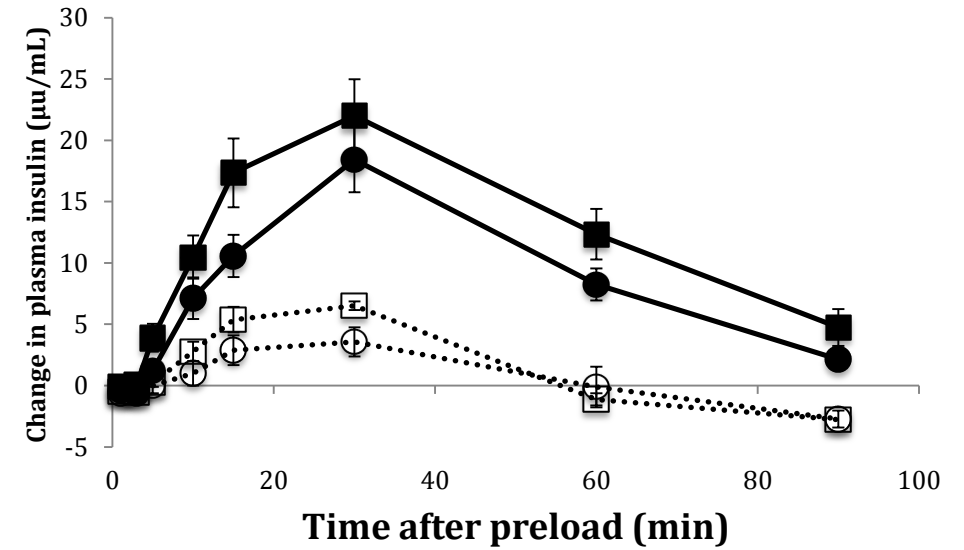
641



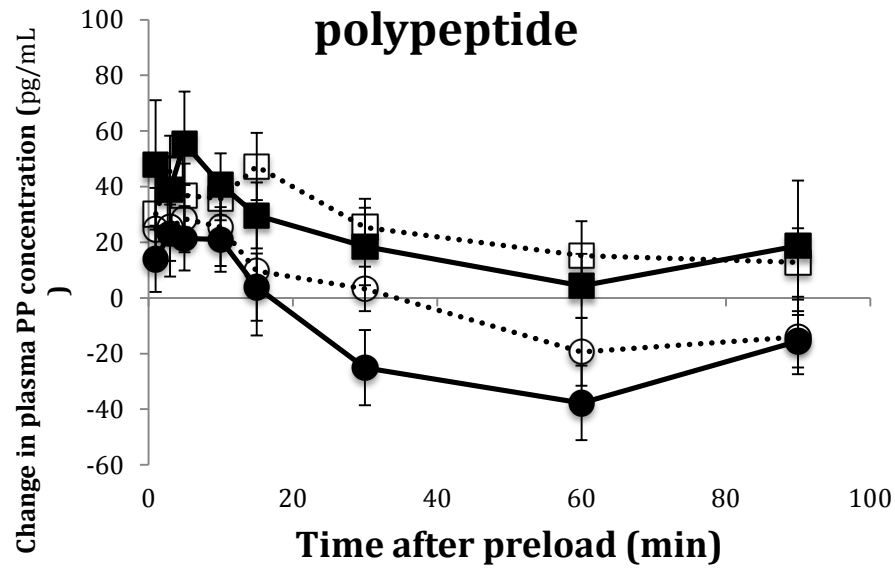
A) Changes in blood glucose



B) Changes in insulin



C) Changes in pancreatic polypeptide



D) Changes in cholecystokinin

