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Learned color taste associations in a repeated brief exposure paradigm

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Running Title: Learning of color-taste pairings

Key Words: associative learning, color-taste association, semantic-free methods, bitterness, prototypical tastes

Highlights

- **Induced new color-taste associations via brief exposure**
- **Some individuals were better at learning than others**
- **Preexisting color-taste associations may influence color-taste learning**