

# Researchers discover link between music and drinking

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Raymond Chen

A British scientific study shows that a bit of classical music can persuade diners to buy more fancy coffees, pricey wines and luxurious desserts. “North has shown that playing German or French music can persuade diners to buy wine from those countries.” I found this to be true in my experience. If you get two thousand people in a tent and play live oom-pah music, they end up drinking lots of German beer.

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