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You may not know what it's called, but there's no doubt that you have been exposed to it. You have probably even felt a little hungry after seeing it. You may have licked your lips and headed off to the kitchen or a restaurant for a taste of what you have seen. It may linger on your mind for days after, seducing you to stop in and give it a try. It's called "food porn" and it's increasingly becoming something that restaurants and food companies turn to in order to get your attention, get you salivating, and ultimately get you to buy.

"Food porn has a name just as interesting and exciting as the dishes it represents," explains Ryan Fichter, Executive Chef of Thunder Burger and Bodega Spanish Tapas & Lounge, both located in the heart of Georgetown. "We are visual people and love to see pictures of great dishes. Like they say, a picture's worth a thousand words. One great food porn photo is all it takes."

Food porn is defined as the close-up images of food that you see online, in magazines, or elsewhere. The images are so nicely done, and the food looks so amazing, that you want to eat it. Psychologically, it is believed that the images stimulate your senses and can have an impact on you, making you hungry or causing you to crave the food. Many restaurants and food companies use food porn because it is an effective route to getting consumers interested in their product, and for creating a memorable impression about their food and company.

"When people see the food porn shots of our Big Pimpin' or Ventura Highway Burger, it has a positive effect," added Fichter. "People can't help but become interested in these great dishes, once they lay eyes on the tantalizing photos. Check it out for yourself and see just what these food porn images do for you."

Thunder Burger's Big Pimpin' burger starts with a Kobe beef burger, topped with seared Hudson Valley foie gras, morbier cheese, balsamic reduction, tomato, and remoulade. Their Ventura Highway Burger features a beef burger with brie, caramelized red onion relish, watercress, tomato, and remoulade. Both burgers are always available on their menu.

At Bodega, their food porn options include include Ensaladilla de Palmitos con Gambas, which is hearts of palm with chilled shrimp, avocado, and salso rosa. Another popular food porn option at Bodega is the Paella Marinera con Bogavante, which is a seafood paella cooked to perfection, with monkfish, clams, mussels, squid, scallops, shrimp, and lobster.

In addition to serving 15 different burger options, the Thunder Burger menu features such dishes as salads, appetizers, sandwiches, steak, fish and chips, crab cakes, ribs, salmon, and more. Thunder Burger is located at 3056 M. St., NW in Washington D.C. Their hours are Monday through Thursday from 11:30 a.m. to 1:30 a.m., Friday from 11:30 a.m. to 2:30 a.m., Saturday from 10:00 a.m. to 2:30 a.m., and Sunday from 10 a.m. to 1:30 a.m. Along with daily dining, they also offer private event hosting and gift cards. Information and reservations can be obtained online at www.thunderburger.com.

Bodega offers a variety of traditional Spanish dishes, including several varieties of paella, cold and hot tapas, and dishes featuring squid, shark, octopus, cuttlefish, scallops, monkfish, quail, lamb and more. Bodega, located at 3116 M St. NW, offers a happy hour, a weekend brunch and patio seating during nice weather, and serves lunch and dinner daily. For more information on Bodega, visit www.bodegadc.com.

Tags: Chef Ryan Fichter , Thunder Burger , Food Porn , Bodega Spanish Tapas , Food , Washington D.c.

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