

SPICEOLOGY

# Herbaceous

a.k.a. a kaleidoscopic spectrum of herbal flavor elements.



\*Creepy-ish illustration credited to Google

The human race has been seasoning their food with herbs for thousands of years, and yet in these modern times culinarians are still experimenting with new ways to layer and manipulate herbal flavors into sweet and savory dishes.

And while your mind's eye might be picturing those springy fresh herbs climbing from the earth and toward the sun - we're here to talk about the longer-lasting dried versions that still pack an herbaceous punch (when ground fresh, of course).

HERBS FALL INTO TWO CATEGORIES:

## Woody or Soft

- and we're talkin' both and everything in between.

(Example: Rosemary = Woody / Mint = Soft)



### SOMM TALK SIDEBAR

For our Somm and Somm-adjacent culinarians, the term "herbaceous" has got legs.

#### The Good

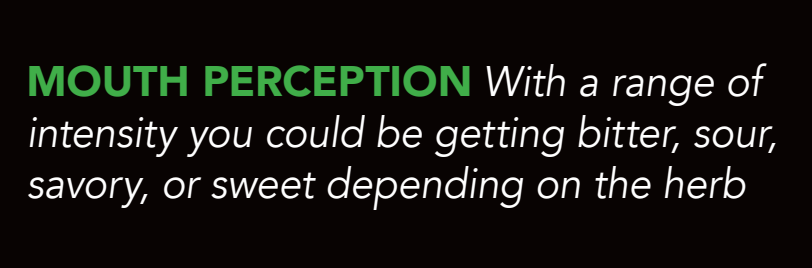
Herbaceous notes can add to the overall complexity and balance of a wine when they're in harmony with the fruit, acid, alcohol, etc. You're getting aromatic and palatable herbal notes that register with the senses in a good way.

#### The Bad

We're not talking leafy, stemmy or vegetal - we're talking green aka underripe flavors that dominate and detract from the wine, creating an imbalance and a bad taste in your mouth.

## THIS IS YOUR BRAIN (AND BODY) ON HERBACEOUS

QUICK SENSORY STIMULI BREAKDOWN:



**MOUTH PERCEPTION** With a range of intensity you could be getting bitter, sour, savory, or sweet depending on the herb

**NOSE NOTES** Can linger as the flavor fades and runs the gamut from light and delicate to almost overpowering smells

**BRAIN COMMUNIQUE** "I'm receiving the overall presence of an herb!" - Duh brain, duh.

### If they grow together - they go together.

An easy way to layer the herbaceous flavor in a dish is to keep things local. Herbs that hail from the Mediterranean region marry well together - same goes for those that originate from France, Asian regions - you get the picture.



## WHY DRY HERBS MATTER

**More Bang for Your Buck:** Dried herbs are typically more affordable than fresh herbs and allow you to add flavor, color and fragrance to dishes without having to add extra fat, sugar or salt.

**High Notes of Deeper Flavor:** Let's get high(er) flavor notes. When dried herbs are ground fresh the oils released are at their most flavorful, which delivers a deeper, sometimes spicier flavor than fresh herbs.

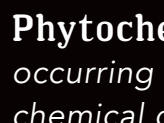
**They Get Around:** The shelf-life convenience of dried herbs means they can be used in virtually anything consumable, no matter the season.

## TASTES GOOD, FEELS GOOD\*

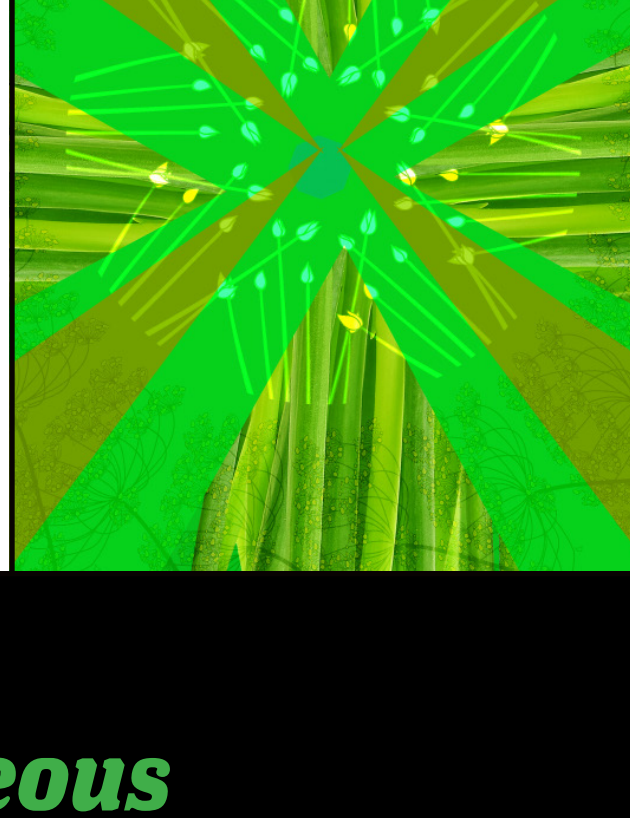
In a nutshell, herbal phytochemicals are fighting the good fight.

Herbs are rich sources of bioactive phytochemicals that have powerful antioxidant activity. There's now more evidence that herbs possess a veritable buffet of health benefits, including anti-inflammatory, glucose- and cholesterol-lowering activities. And while there's enthusiastic conversations around the differences between fresh versus dried herbs - both maintain their own flavor and health perks.

\*Note: we're not doctors. Please consult a health professional to confirm any information regarding herbal health benefits.



**Phytochemicals:** naturally occurring bioactive nutrient chemical compounds produced by plants that do real-good stuff health-wise.



- CHICKEN THIGHS + DILL
- HALIBUT + PARSLEY
- RIBEYE + ROSEMARY
- PORK CHOP + OREGANO

## Herbaceous PROTEIN PAIRING

Every protein needs its herb pal. Its flavor friend. That herbaceous ride-or-die. To pull a line directly from one of our go-tos, *The Flavor Bible*, you should "choose an herb that is the same intensity as your protein."

## HERBACEOUS ON THE MENU

A few Spiceologist chefs got together to talk all things everything herbaceous to serve up some dish concept inspiration for your menu.

**BREAKFAST**  
Frittata with Spiceology Over Easy

**LUNCH**  
Sweet Potato Falafel with Chimichurri Sauce with Spiceology Moss

**APPETIZER**  
Grilled Corn, Tomato, Feta, and Herb Salad with Spiceology Hibiscus Habanero Vinaigrette

**DINNER**  
Chicken Madeira with Spiceology Greek Freak

**SIDE**  
Chopped Asparagus Salad with Spiceology Pink Peppercorn Lemon Thyme

**DESSERT**  
Bruleed Lemon Bars with Spiceology Pink Peppercorn Lemon Thyme

**COCKTAIL**  
Basil Smash with Spiceology Greek Freak

## BRING ON THE HERBY BLENDS

Spiceology is bringing our entire herb line and herbaceous blends directly to your back of house. Save time, money and increase consistency with these herb-forward best sellers.



**HIT THAT HERB**

Scan or visit [chefs.spiceology.com/distributors](https://chefs.spiceology.com/distributors) to find your distributor