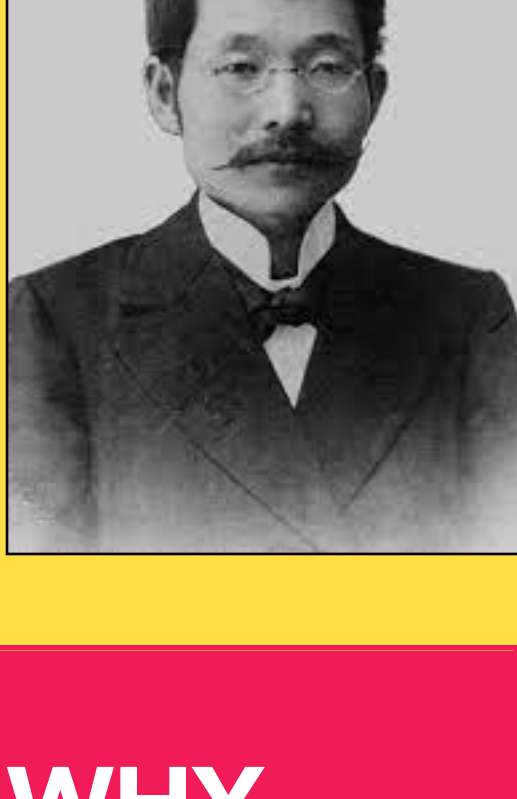
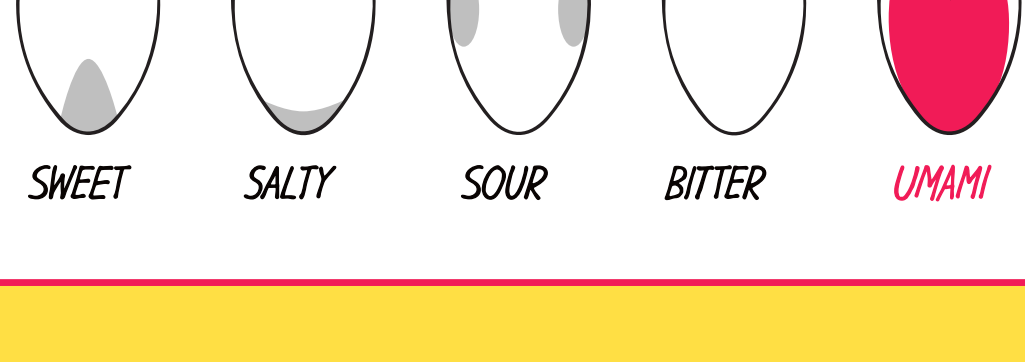


SPICEOLOGY®

UMAMI

AKA THAT SAVORY, MEATY, "MOUTH-FULLING" TASTE.

Umami is the youngster among its elder taste sensation siblings of sweet, salty, sour, and bitter.



Discovered at the turn of the 20th century by Dr. Kikunae Ikeda in Japan, this sensation has been delighting and beguiling palates for quite some time. To this, we say domo arigato.

UMAMI TRANSLATES TO ESSENCE OF DELICIOUSNESS... WE AGREE.



WHY UMAMI MATTERS

1 THE (LITERAL) FLAVOR BOOST

The science is simple - the more umami in a food, the more flavorful it is. And humans really love tasty, flavorful food.

2 THAT SATISFIED FEELING

Umami is the ultimate hype agent from your taste buds to your brain, creating appetite appeal and actual satiety.

3 PUT DOWN THE SALT

Sorry / not sorry, sodium. Umami counterbalances saltiness and allows you to reduce salt use without compromising the flavor.

4 SIMPLY THE BEST

Umami highlights sweetness and lessens bitterness aka your brain wants more of that satisfying flavor.

THIS IS YOUR BRAIN (AND BODY) ON UMAMI

QUICK SENSORY STIMULI BREAKDOWN:



MOUTH PERCEPTION Sensations of mouthwatering and "furry tongue" while getting a rich (and sometimes hard to define) savoriness.

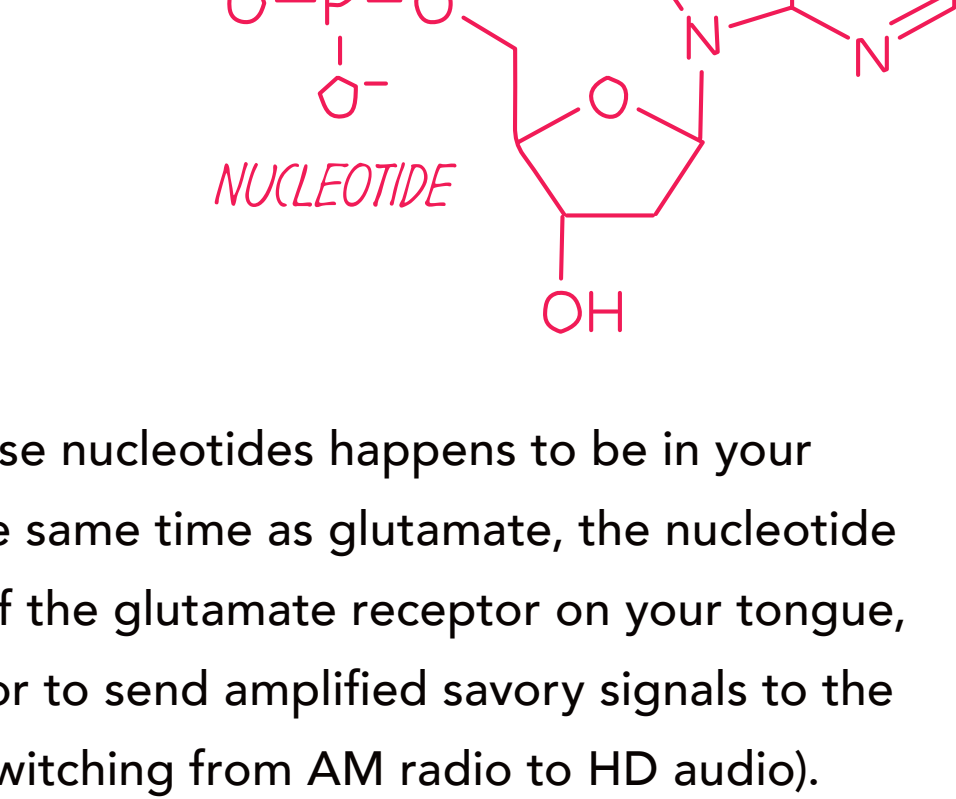
NOSE NOTES Punches of pungency that wake up the olfactory system (in a good way).

BRAIN COMMUNIQUE Recognize amino acids and protein right now!

THE SCIENCE OF UMAMI

GLUTAMATES + NUCLEOTIDES = BFF.

A glutamate-rich power player like soy sauce creates its magic by breaking down proteins into their amino acid building blocks. In layperson terms: enter hella savory flavor. But add nucleotides into the glutamates mix and now we're talking.



“ If one of these nucleotides happens to be in your mouth at the same time as glutamate, the nucleotide changes the shape of the glutamate receptor on your tongue, allowing that receptor to send amplified savory signals to the brain (think of it as switching from AM radio to HD audio).

- Dan Souza, Cooks Illustrated

UNAPOLOGETIC UMAMI FAN CHEF ALVIN CAILAN



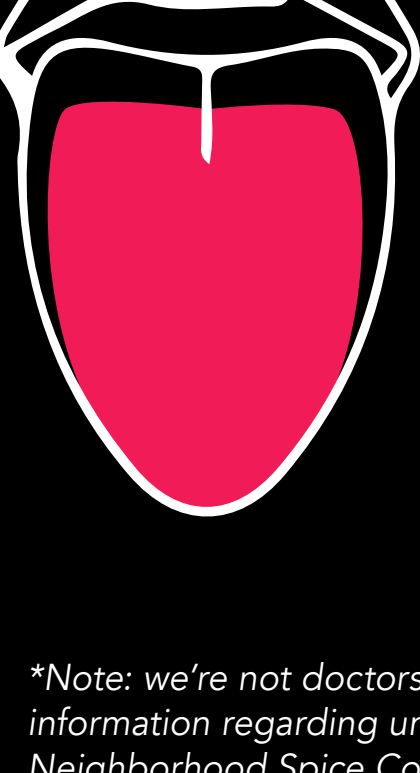
As the current culinary force at Umami Burger, owner of Amboy Quality Meats & Delicious Burgers and host of The Burger Show, Alvin Cailan is a man that lives for umami.

POWERED BY TWO UMAMI-RICH INGREDIENTS: SEAWEED & MUSHROOM

CASE IN POINT: SPICEOLOGY X ALVIN CAILAN EVERYTHING SZN.

“ Umami is life! The 5th taste, the magnifying glass to all things delicious and its the reason why we crave food. My Everything SZN is a straight up umami blend and is everything delicious. Everything that makes your mouth water, and that's why you should put it literally on everything.

- Chef Alvin Cailan



GOOD NEWS TASTES GOOD, FEELS GOOD*

Does all that savoriness help or hurt humans?

Good news: tasting ingredients and foods with umami flavors can help stimulate salivation and digestive juice secretion (say that three times fast), which in turn can promote an overall healthy appetite and protein intake.

*Note: we're not doctors. Please consult a health professional to confirm any information regarding umami foods and ingredients. Thanks! - Your Friendly Neighborhood Spice Company

UMAMI ON THE MENU

A few Spiceologist chefs had a meeting of their umami-loving minds to serve some dish concept inspiration for your menu.

BREAKFAST
Broccoli Anchovy Frittata

LUNCH
Miso Mac n Cheese, Kimchi Brined Korean BBQ Fried Chicken Sandwich (sub Mushroom for Vegan)

APPETIZER
Miso-Glazed Eggplant, Tomato Provencal, Radicchio

DINNER
Korean BBQ Brisket, Fiery Sweet Mapo Tofu, Roasted Chicken with Greek Freak Tomatoes

SIDE
Togarashi Sticky Rice "Stuffing", Mushroom Asparagus Sauté

DESSERT
Matcha Sesame Ice Cream with Miso Raspberry Chipotle Fudge

COCKTAIL
Bloody Caesar

PRODUCTS THAT PACK THAT UMAMI TASTE

Cheese, seafood, mushrooms, meats, kimchi, truffles - umami flavor can run the gamut, and we have the ingredients to prove it.



NEED MORE UMAMI IN YOUR KITCHEN?

Scan or visit chefs.spiceology.com/distributors to find your distributor