

SPICEOLOGY®

EARTHY

Aka that primal umami-bitter mix of rich and minerally mustiness

People might immediately associate earthy flavors with the world of wine, but there's some serious soil-forward moments taking root on menus these days.

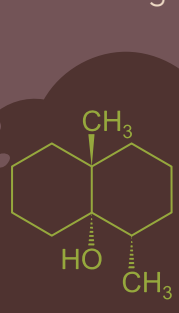
And **earthy is much more than just mushrooms** (but damn, do we love ourselves some fungi). We're talking beets, potatoes, parsnips, onions, matcha, turmeric, chocolate, nuts, brussels sprouts, even some river fish; earthy flavors are complex, but always reminiscent of that elemental sensation us humans collectively share: **that visceral sensory experience of digging your hands into soil.**

And - not shockingly - our palates like to go back to basics every now and then. We know dirt don't hurt, and earthy flavors can add **comforting complexity** to dishes that will have us craving more.

Stop and Smell the Geosmin



If soil could produce pheromones that waft up to our noses and create an insatiable desire to dig into some dirt - a veritable earthy love potion - it would be all thanks to geosmin.



Geosmin is a chemical compound protein produced by various bacteria and fungi. And humans were designed to be incredibly gifted detectors of geosmin based on its distinctive musty odor - like the smell of newly moistened and turned soil.

But here's the thing - some people love that smell and some hate it. Just as some people love earthy flavors and some would rather spit out a shitake. Geosmin might have some people uncontrollably craving beets, but it can also result in a stink face, especially when it comes to wine.

Beer and wine tasters will wince at even a hint of it. Geosmin-tainted drinking water is a common problem... Geosmin isn't a harmful substance in itself, it's just not what we expect drinks to taste of.

Next time the sprinklers hit the lawn, rain hits the grass or you're watering the garden - take a moment to stop and smell the geosmin, and see just what you're brain and palate are craving.

This is your brain (and body) on earthy

Quick sensory stimuli breakdown:



Mouth Perception
hints of mineral bitterness and a funk that's at once immediately pungent and familiar.

Nose Notes
mustiness works overtime with dark soil sour notes.

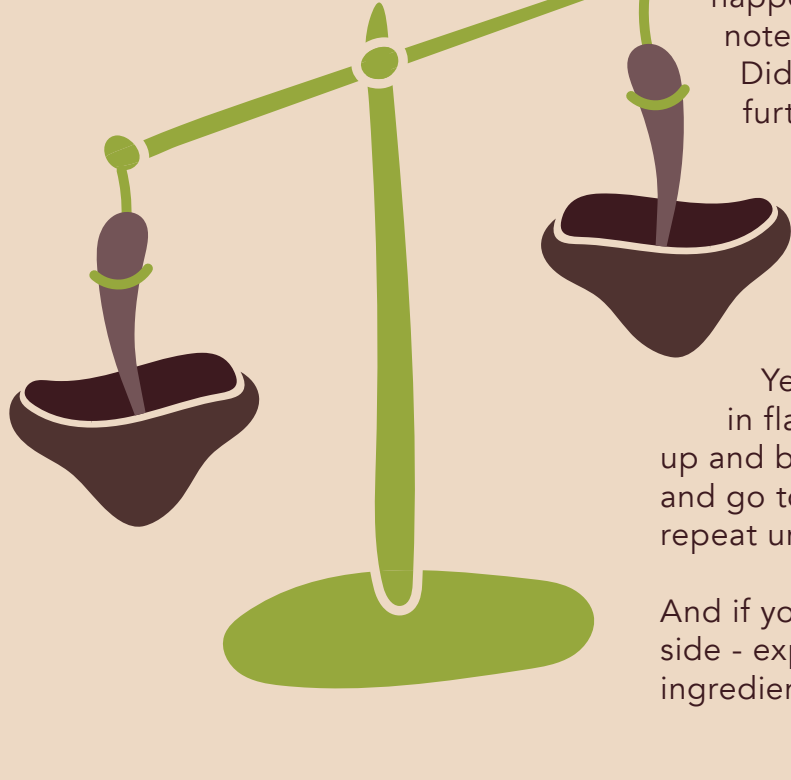
Brain Communique
"Okay, I'm not-not eating dirt. Wait maybe I am. No, but there is something funky going on here, but... I'm kinda really liking this mineral funk."

Yep, It Happened: A Dirt Tasting Menu

- A salad with dirt dressing
- Potato starch and dirt soup
- Dirt risotto with sauteed sea bass
- Dirt ice cream with dirt gratin

Nearly a decade ago **Ne Quittez Pas**, a French restaurant in Tokyo's Gotanda district, went hard on their love for a big earthy flavors. Using a special **black soil from Kanuma** that was strictly tested for safety and purity to be used in food, this \$110 per person prix fixe menu made headlines, but alas did not stand the test of time, (but the restaurant is still going strong today).

Balancing the Earthy Flavor Axis



Ever get that too-much-earthy-flavor thing happening in a dish? Just some serious soil notes that you can't seem to quiet down? Did you taste-as-you-go and just kept going further down a dirt road? **All is not lost.**

There are ways to bring the balance back with complimentary ingredients and flavor profiles - like **herbaceous and sour.**

Yes, when the earthy is creating a death in flavor balance - it's time to brighten things up and bust out your **herbs, citrus and vinegars** and go to town. Then simply add, taste, adjust on repeat until that earthy is in check.

And if you're earthy flavor is more on the bitter side - experiment with adding **salty, sweet or sour** ingredients into the mix.

Ingredients and Blends with Big Earthy Vibes

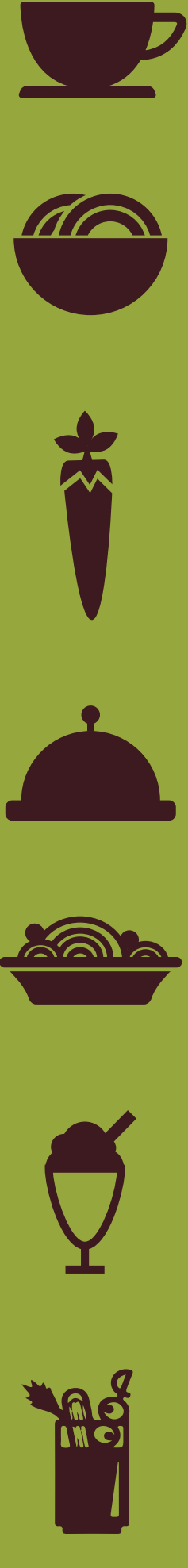
Just a few of our favorite products to bring out and layer on those rich earthy flavors in dishes.



Dishes That Revolve Around Earthy

Chef Tony Reed and Chef Christian Gill got together to talk earthy dish ideation - and damn if these don't all sound delicious.

- Breakfast**
Achiote Breakfast Fried Rice
ACHIOTE - MIN 10378
- Lunch**
Sichuan Style Eggplant with Umami Punch
UMAMI PUNCH - MIN 11115
- Appetizer**
Sir Wellington Mushroom Brie Soup
SIR WELLINGTON - MIN 11158
- Dinner**
Rosemary Dijon Lamb Chops
ROSEMARY DIJON - MIN 10899
- Sides**
Salt-free Purple Haze Cucumber Salad
SALT-FREE PURPLE HAZE - MIN 10605
- Dessert**
Salt-free Purple Haze Sweet Potato Pie
SALT-FREE PURPLE HAZE - MIN 10605
- Cocktail**
Blackberry Balsamic Shrub
BLACKBERRY BALSAMIC - MIN 11132



Order Earthy Ingredients for Your Kitchen

Reach out to sales@spiceology.com with any questions.