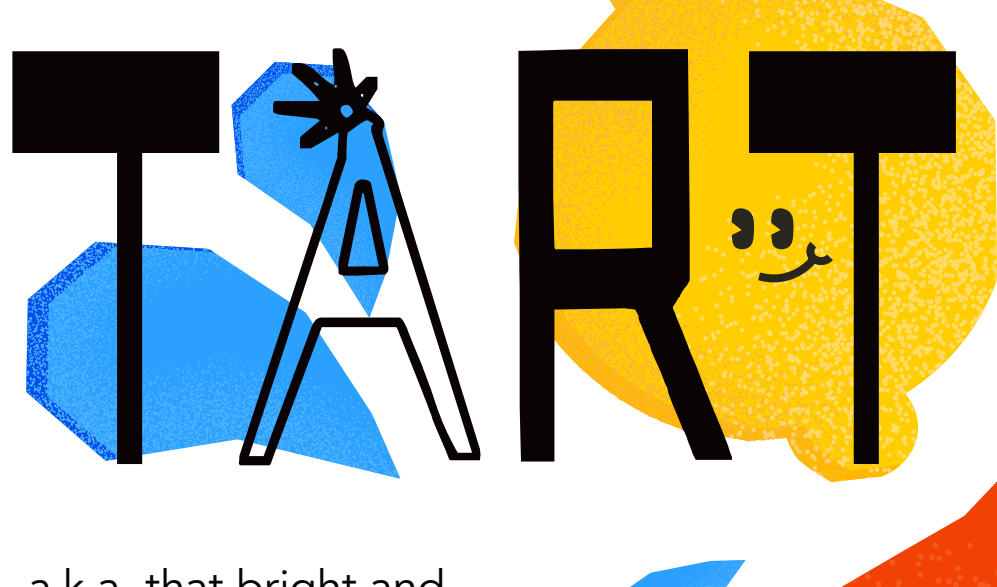
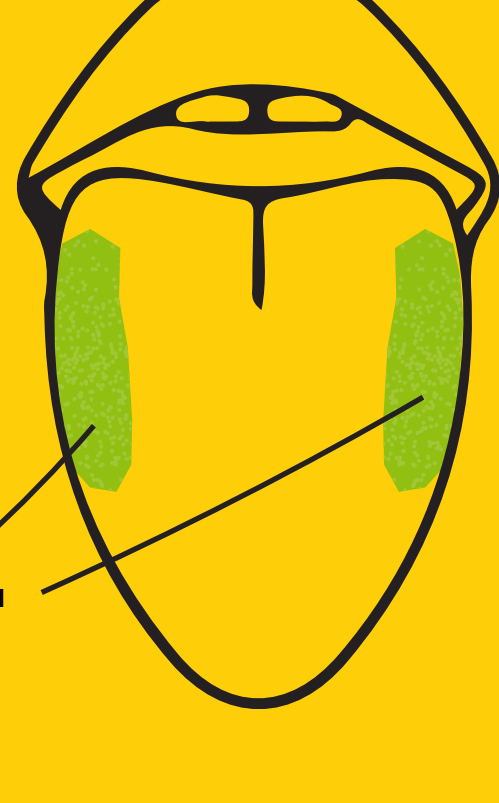
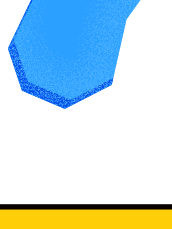


SPICEOLOGY



a.k.a. that bright and sour ping that gets your salivary glands a-goin'.



TART

It's been debunked that humans actually salivate at the thought of food, but if you picture in your mind's eye unwrapping and popping a Warhead, sucking on a stem of sourgrass, or sipping an aged vinegar, damned if the "muscle" memory of the salivary glands don't perk up.

Tart's high note flavors of lightness and brightness help balance a dish while sharpening other notes; they also demand palatable and physical appreciation - and ain't no way we'll be tartly to that party.

TART IS A (FLAVOR) TEAM PLAYER

IT BOOSTS FLAVOR: adding tart notes will bring out other flavors and create dimension to the dish or drink.

IT BREAKS UP BITTERNESS: a large amount of tartness will suppress any unwanted bitter flavors.

IT PLAYS DEFENCE AGAINST SALT: tart's flavor-enhancing super power means you can cut back on adding additional salt.

IT AMPS UP APPETITE: tart flavors stimulate appetite and also increase your thirst, so you just want more of everything.



THIS IS YOUR BRAIN (AND BODY) ON TART

QUICK SENSORY STIMULI BREAKDOWN:



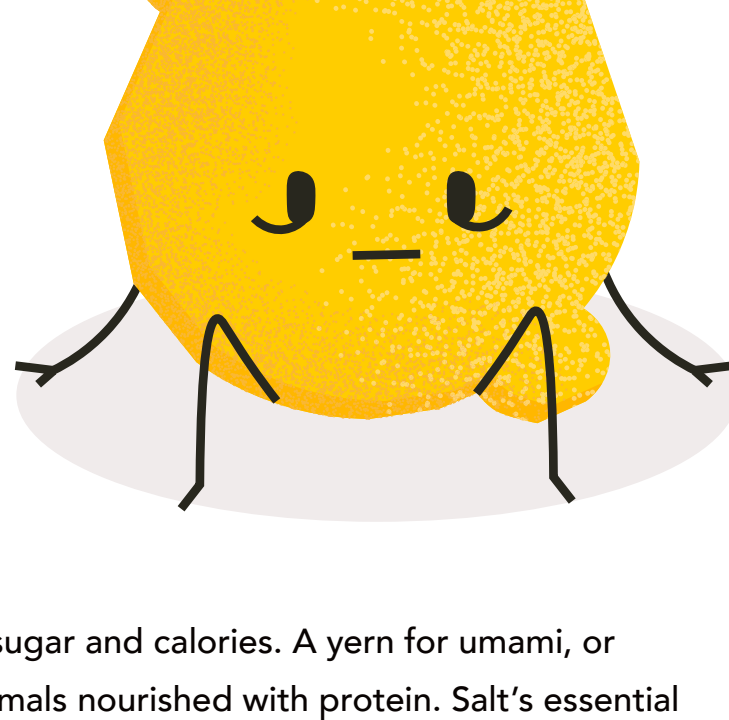
MOUTH PERCEPTION a tongue-clicking, gland-contracting hit of incessant sharpness, mouth-watering tanginess and a lingering and pleasing brightness.

NOSE NOTES pungent acidity with the ever-so lightest burn to those nostrils.

BRAIN COMMUNIQUE "HOT DAMN this flavor is simultaneously cutting through and raising up all flavors - queue the saliva!"

TART'S QUASI-EXISTENTIAL CRISIS

Sure, tart is a team player and has its purpose on the flavor spectrum... right? Or is just a poser among the four other vital taste sensations?



“Creatures crave sweet for sugar and calories. A yearn for umami, or savoriness, keeps many animals nourished with protein. Salt's essential for bodies to stay in fluid balance, and for nerve cells to signal. And a sensitivity to bitterness can come in handy with the whole not-poisoning-yourself thing. But sour? Sour's a bizarro cue, a signal reliable neither for toxicity nor for nutrition. Really, it's just a rough proxy for low pH, the presence of acid—the citric in lemons, the acetic in vinegar, and the like.”

-The Paradox of Sour Food, The Atlantic

Or maybe we just haven't unlocked the physiological impact tart flavor cues provide us - either way you'll still find us chomping on pickles and packing on the kimchi.

A SHOUT OUT TO OUR HOMIE, SALIVA

Now that we've established tart flavors pucker those salivary glands and thus create saliva - let's take a moment to fully appreciate all that underappreciated liquid does for our palette.

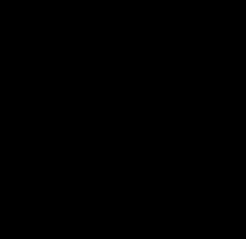
“Emerging evidence suggests that interactions between saliva and food may even help to shape which foods we like to eat... The fluid's water and salivary proteins lubricate each mouthful of food, and its enzymes such as amylase and lipase kickstart the process of digestion. This wetting also dissolves the chemical components of taste, or tastants, into saliva so they can travel to and interact with the taste buds.”

Saliva essentially sparks our senses and is the vehicle for our tastebuds to do their thing. So next time you hock a loogie - take a moment to salute that saliva for its service.

- Chris Gorski, Smithsonian Magazine

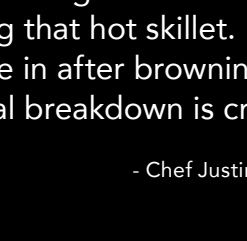
CHEFS SHARE THEIR HOT TART TAKES

In Spiceology's Periodically Inspired Q&A series where we take a deep dive into a chef's creative process and more, we always ask the question: "What's a spice you consider to be undervalued?" Not a shocker - a lot of chefs have a taste for the tart.



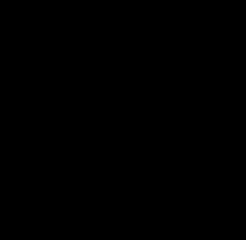
“I absolutely love sumac. It has this lemony earthy taste you can't get from anything else. It's just awesome and packs a punch.”

- Chef David Ruiz



“I love acidity in a dish, and I'm always finishing things with sherry. Sumac brings brightness and acidity.”

- Chef Alexi Mandolini



“There's something about that lime juice hitting that hot skillet. I'll squeeze some in after browning butter - the chemical breakdown is crazy.”

- Chef Justin Robinson



“I like lemon zest. It's really bright and matches me as a person, I like brightness in food. I want it to awaken you. The acidity of the zest can open up a whole new flavor profile.”

- Chef Jessica Tiffany Luevano

ADDING A TOUCH OF TART TO THE MENU

A few Spiceologist chefs took on the tart to serve some salivating-ly good dish concept ideas for your menu.

BREAKFAST
Blueberry Lemon Dutch Baby

LUNCH
Sweet and Sour Soup with Snapper and Udon

APPETIZER
Fresh Baked Bread with Za'atar and Sumac Dipping Oil

DINNER
Tamarind and Ancho BBQ Chicken

SIDE
Kimchi Slaw

DESSERT
Hibiscus Lemon Bars

COCKTAIL
Limoncello



TART-TASTIC BLENDS & INGREDIENTS



Ascorbic Acid, Blackberry Balsamic, Guac & Roll, Hibiscus Habanero, Maui Wowee, Sumac



TIME TO RE-UP ON TART INGREDIENTS? Scan or visit chefs.spiceology.com/distributors to find your distributor