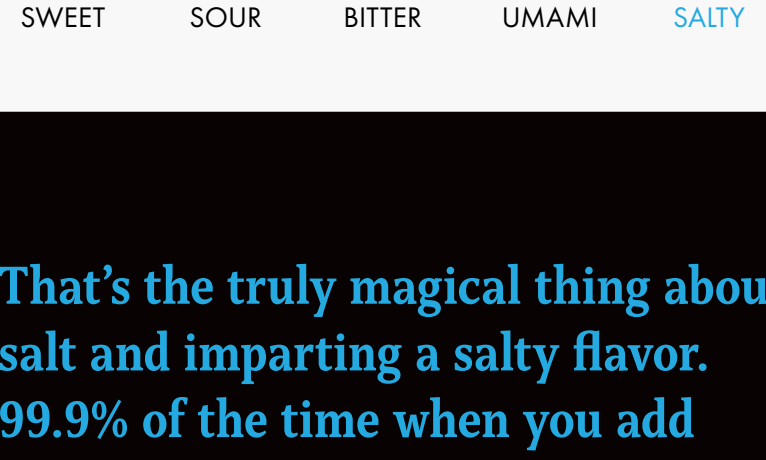


SPICEOLOGY

SALTY

a.k.a. the big boss flavor improver.



We're going back to basics with this salty flavor focus; salt is one of the oldest O.G. and widely-used food seasonings on the planet, and we humans quite literally need it to live. (Cue validation for reaching for those Extra Toasty Cheez-Its... we'll wait).

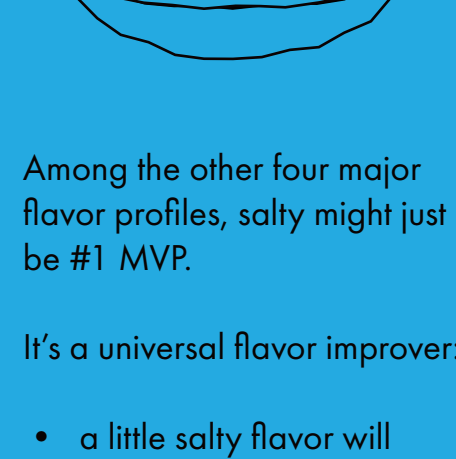
But this NaCl sodium chloride chemical compound is doing double duty in that it's continually working overtime to make sure our bodies are doing their thing while also making tasty things tastier.



That's the truly magical thing about salt and imparting a salty flavor. 99.9% of the time when you add some salt to whatever you're cooking or sprinkle on a finishing salt - it's going to make whatever you're eating or drinking taste better.

Salt

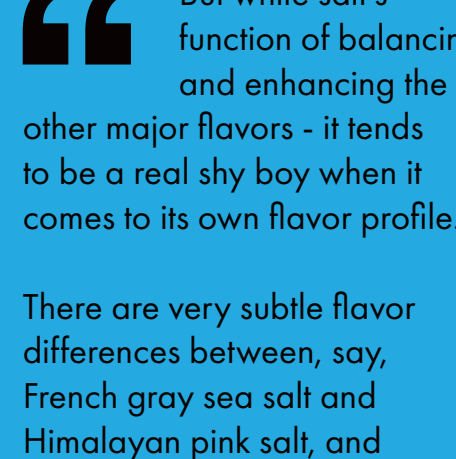
THE ULTIMATE INTROVERT / EXTROVERT



Among the other four major flavor profiles, salty might just be #1 MVP.

It's a universal flavor improver:

- a little salty flavor will reduce bitterness, but also increase sweet, tart and umami flavors - great for sweeter dishes. But add more saltiness and you'll suppress sweetness while still upping the umami
- creating tasty savory sensations.



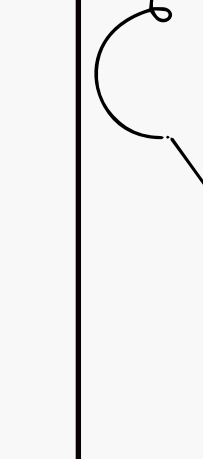
“But while salt’s function of balancing and enhancing the other major flavors - it tends to be a real shy boy when it comes to its own flavor profile.

There are very subtle flavor differences between, say, French gray sea salt and Himalayan pink salt, and they stem from the very small percentage of salt’s makeup (roughly 5%, generally speaking) that is not sodium chloride. While some people claim they can taste the differences between salts, most people can’t.

If your tongue senses a difference between salts, it’s likely picking up on attributes other than flavor - texture, surface area, crystal structure - all of which are directly related to the way a given salt is produced, not its origin.”

- Caitlin PenzeyMoog for SeriousEats.com

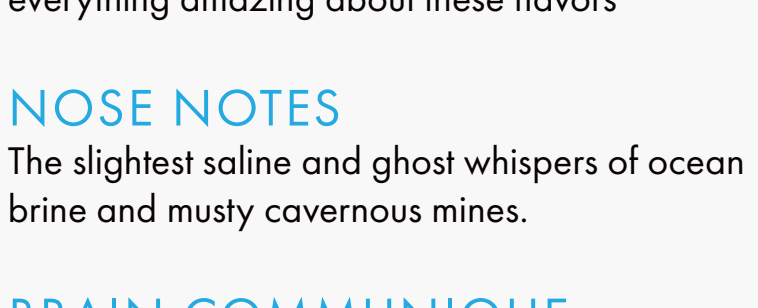
“Salt is one of the only ingredients that by not adding enough the dish will never be as delicious as it can be. Anything under-seasoned will not taste good.”



- Chef Corey Siegel

This is your brain (and body) on salt

QUICK SENSORY STIMULI BREAKDOWN:



MOUTH PERCEPTION
This crystal structure is melting into and amplifying everything amazing about these flavors

NOSE NOTES
The slightest saline and ghost whispers of ocean brine and musty cavernous mines.

BRAIN COMMUNIQUE
“Initial flavor hit is now MAGNIFIED, balanced and making me want MORE.”

Salts of the Earth

If you're ingesting salt from Planet Earth (you know, as opposed to any of the extra terrestrial, bespoken planetary salts found on Mars - our mark our words, bespoke planetary salts WILL be a thing... Himalayan is just so 21st century), that means at some point in time that salt originated from the oceans and seas.

And while there are quite a few different types of edible salts - it doesn't matter the color, crystal size or moisture level - it's all still sodium chloride, people...

TIME FOR A SALT ROLL CALL!

Celtic Grey Sea Salt - known for its mild brininess and slight mineral tang (and light grey hue from the clay lining of the salt beds where it's harvested).

Flake Salt - tastes like salt but with that satisfying crunch and mouthfeel.

Fleur de Sel - has a high moisture content with a delicate briny vibe... I mean, it's French.

Hawaiian Salts - its Black Salt has a slightly earthy, smoky flavor with a hint of sweetness, while its Pink Salt is more subtle with a saline flavor with a slight mineral undertone.

Infused & Seasoned Salt - it's infused aka could be anything. Experiment with flavor.

Kosher Salt - some say a purer, cleaner salty flavor than table salt.

Pickling Salt - simply a fine-grain pure sodium chloride - no iodine or anticaking agents that are traditionally added to table salt.

Slab Salt - used for cooking or serving - this is usually a big ole' slab of Himalayan Pink Salt.

Table Salt - salty but can have an ever-so-slightly bitter aftertaste.

CULINARY SCHOOL BASICS

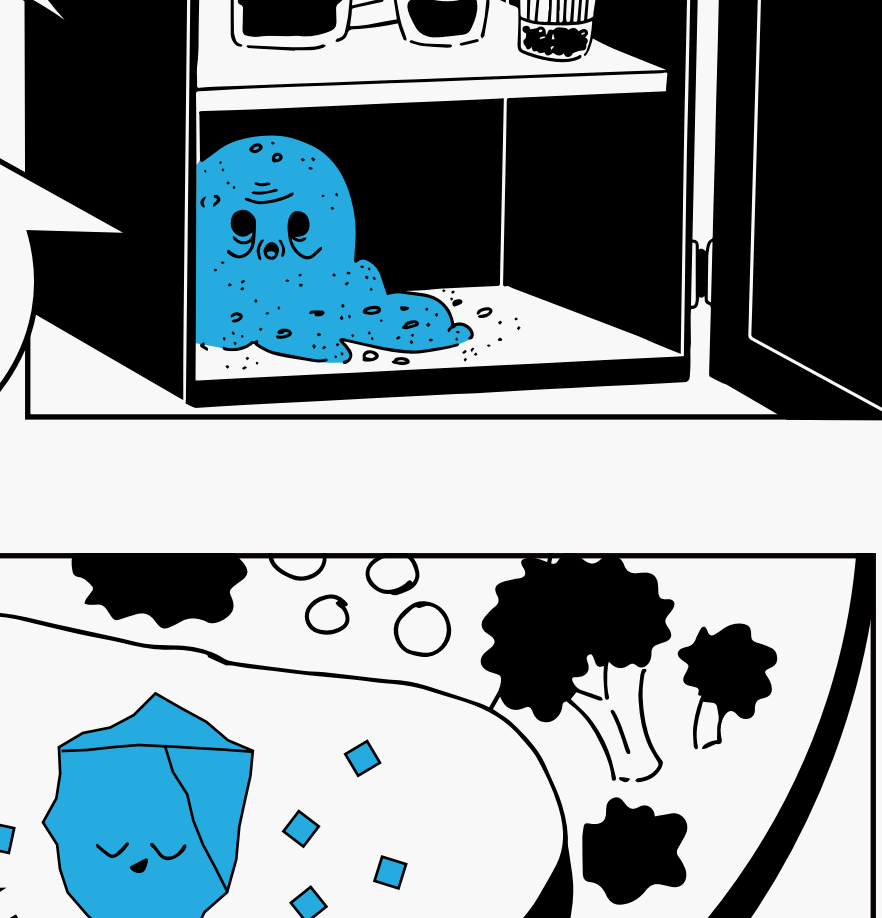
(in the least-insulting-to-your-knowledge way):



CHEF TIP: Taste as you go and adjust, no exceptions.

CHEF TIP: Salts have an expiration date and need to be replaced just like anything else in the pantry - don't put that replacement order off.

“It's not my fault I'm old and dull - you're the one who kept me on the shelf this long.”



“It's called blooming, people. I'm not an onion - give me and my herb friends time to get down.”

CHEF TIP: Give salt the time to do it's thing in the dish and meld with the other flavors - this is not a time to rush.



Celebrate the Awesome-Sauce of Salt on Your Menu

Our Executive Director of Culinary Chef Tony Reed is slingin' some concepts to inspire your next menu additions:

BREAKFAST
Greek Freak Shakshouka finished with Pacific Flake Salt

LUNCH
Salt Pepper Garlic Whole Sole

APPETIZER
SP + Three Chiles French Onion Dip

DINNER
Salt Pepper Garlic Crusted Beef Tenderloin

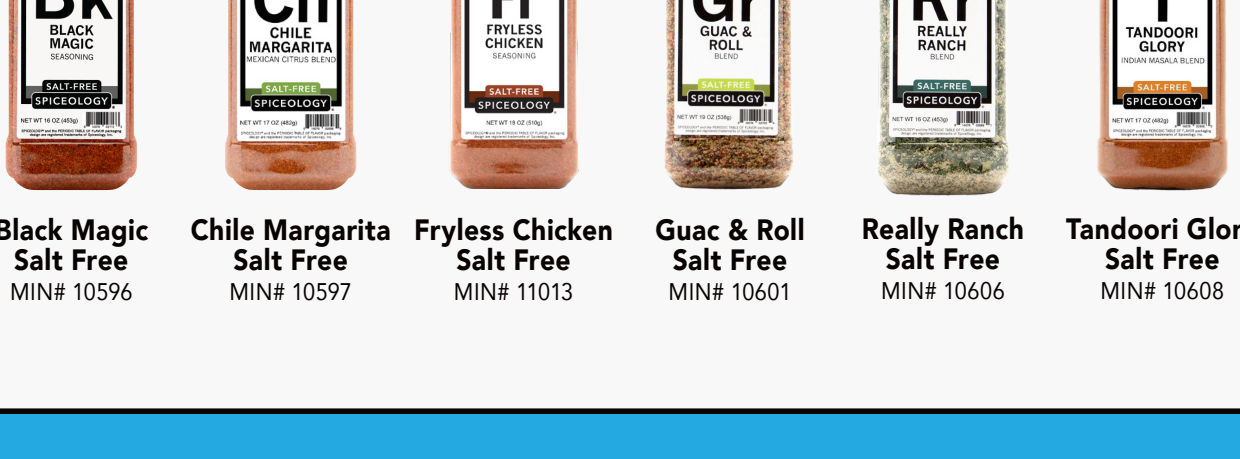
SIDES
Salt Crusted Potato SP + Sour Cream & Onion

DESSERT
Lemon Ricotta Cookies with Flake Salt

COCKTAIL
Margaritas with a Black Salt Rim

Our Wide World of Salts & Blends

Infused salts, finishing salts, salt blends - below is a sampling of our products that bring that very necessary saltiness to dishes.



Curing Salt MIN# 10238 | Fleur de Sel MIN# 10160 | Garlic Junkie MIN# 10163 | Hawaiian Black Salt MIN# 10177 | Prime Rib MIN# 10388 | Salt Pepper Garlic MIN# 11581

Salt-Free Options

Most Spiceology blends already have low salt content so you can add salt levels to your taste. But we also have an entire Salt-Free line of blends with all of the flavor and none of the salt to support dietary requirements.



Black Magic Salt Free MIN# 10596 | Chile Margarita Salt Free MIN# 10597 | Fryless Chicken Salt Free MIN# 11013 | Guac & Roll Salt Free MIN# 10601 | Really Ranch Salt Free MIN# 10606 | Tandoori Glory Salt Free MIN# 10608

TIME TO SHOP SOME SALTY INGREDIENTS? Reach out to sales@spiceology.com with any questions.