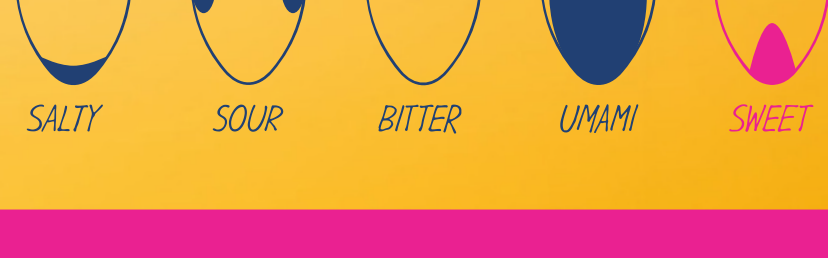


SPICEOLOGY

Sweetness

A.K.A. THAT GREAT BALANCER AND PERPETUAL FLAVOR ROUNDNER-OUTER.



First, let's get one thing as clear as simple syrup – this Flavor Focus is about **sweetness**, not sugar. Think honey, maple syrup, mirin, molasses, but also beans, carrots, lobster, rice, and tomatoes. The whole damn sweet spectrum.

– and, most importantly, subtly softens and rounds out a flavor's jagged edges.

We're taking an up-close look at the science of sweetness and how it harmonizes and luxuriates among the other major flavor profiles - how it kicks back with **umami**, high fives **salt**, bombs around with **bitter**

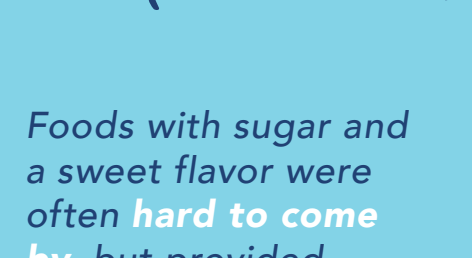
Without notes of sweetness, any dish, bite or taste can be incomplete or unbalanced – and you can always count on our body and brains to dutifully sound the alarm. The science behind a human's relationship with sweetness is... complicated. But also ancient, beautiful, at times all consuming, and inevitably, incredibly satisfying.

BORN THIS WAY

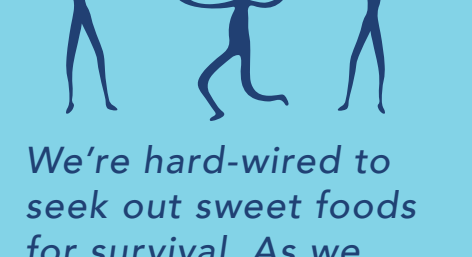
WHY HUMANS ARE SWEET SEEKERS



A long, long time ago – we're talking yonder hunter / gatherer days when sh*t was hard and people did not wait in line for brunch - us humans had to consume enough calories and carbs to, you know, not die.



Foods with sugar and a sweet flavor were often **hard to come by**, but provided very necessary carbohydrates and were a quick source of energy for our ever-evolving brains and bodies.



We're hard-wired to seek out sweet foods for survival. As we grow, we tend to associate sugar with comfort, but sweet flavors also taste pleasant, can feel soothing to consume and temporarily lower stress levels. **The ol' 1,2,3 punch.**

THIS IS YOUR BRAIN (AND BODY) ON SWEETNESS

QUICK SENSORY STIMULI BREAKDOWN:



MOUTH PERCEPTION What warming vibes? Sweet, cooling sensations abound, and I am digging them.

NOSE NOTES A slight rich intensity that - dare I say - is irresistible and comforting.

BRAIN COMMUNIQUE "Wooooow, I'm kinda really satiated, these flavors are in a zen-like balance and this. tastes. real. good." (Spoken in a voice reminiscent of Paulie Shore - cue the hand rest on the table, tilt of the head and slightest eye roll back.)

THE SWEET TOOTH IS MORE OF A SWEET GENE...

There's no manipulative and rogue canine or molar that's just jonesing for a hit of that sweet, sweet, sweetness and causing you to hork down a whole bunch of ice cream.

But, some of the population has been "inceptionized" to crave sweet things.

Need. Want. Either way sweetness plays a vital role in palate balance.



“ There is evidence that some people have genetic, hormonal, and mental factors that make them crave sugar more than others... According to a 2018 study published in *Cell Reports*, the **FGF21 gene** produces a hormone that can make you more sensitive to insulin fluctuations. This, in turn, makes you seek out sugar more than people without the gene.

- **The Healthy / Wesam Shafee, DMD**

THE COLD HARD TRUTH

Per our usual bedtime reading, *The Flavor Bible*, the colder the food or drink, the less the perception of sweetness.

Our brain reads signals from our taste buds and smell receptors to produce the sensation of sweetness, and scientists have found that our taste buds work more efficiently at warmer temperatures than at colder ones. A kind of taste-dulling brain freeze, so to speak.

When eating a frozen sorbet, the sweet-sensing neurons are still stimulated by sugars, but the reduced temperature inhibits the interaction between our brain and the sweet-detecting neurons.

Even more reason to have both the **Chocolava Cake** AND **Spumoni** on the menu...



THE PERMA-WINNING TAG-TEAM OF SWEET AND SALTY

Sweet foods and flavors get sweeter when you add a little salt into the mix. Salt is a flavor enhancer that ups the sweet factor a notch, but let's get real science-y about it:

“ A study, published in *Proceedings of the National Academy of Sciences*, found that certain sugar receptors that were thought only to exist in the gut were spotted on sweet taste cells on the tongue. Researchers, led by Dr. Robert Margolskee, of the **Monell Chemical Sense Center**, found the **SGLT1 receptor**, which transports sugars into cells only when sodium is present. This could explain why sweetness is accentuated by salt - **the receptors are activated when salt accompanies sugar.**

- Justine Sterling for *Delish.com*

Salt levels will make or break a dish, but adding it to a sweet dish will send those taste receptors a reelin'.

SWEET THINGS FOR YOUR SEASONAL MENU

Our Spiceologist chefs share some shuper-shweet dish concepts to inspire your next menu additions.

- BREAKFAST**
Maple Bourbon Cinnamon Rolls
- LUNCH**
Blackberry Balsamic Chicken
Caprese Sandwich
- APPETIZER**
Candied Bacon Sriracha Oysters
- DINNER**
Sweet Teriyaki Sake
Sweet and Sour Pork Ribs
- SIDES**
Purple Haze Roasted Cauliflower Puree
- DESSERT**
Maui Wowie Pineapple
Upside Down Cake
- COCKTAIL**
Maui Wowie Pina Colada



BLENDS ON THE Sweet SIDE



TIME TO SHOP SOME SWEET INGREDIENTS? Scan or visit chefs.spiceology.com/distributors to shop