

SPICEOLOGY®

# BITTER

AKA THE SHARPLY COMPLEX FLAVOR BALANCER AND PALATE CLEANSER.



salty

sour

umami

sweet

BITTER

## BITTER HAS A BAD RAP

AND DAMMIT, WE'RE HERE TO CHANGE THAT.

It's time to give bitter its just desserts and wax poetically about all the ways it makes that bite better.

Us humans seem to be really sensitive (and opinionated) when it comes to bitterness. Sure our survival instincts kick in at the slightest amount of a little bitter (more about that later), but this seriously misunderstood taste

- 1) helps balance sweet and umami flavors
- 2) cuts richness and
- 3) acts as a palate cleanser to make you really want that next bite.

In this Flavor Focus we're here to debate, educate and eventually convince that bad rap and convince you that bitter is, in fact, a straight-up baller.

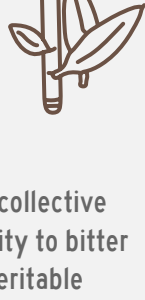
BITTER IS OUT HERE BEING A FULL ON TRIPLE THREAT - WHAT HAVE YOU DONE LATELY?



## IPAS OVER POISON:

YET ANOTHER EXAMPLE WHY OUR BODIES ARE BADASS

Yes, the hunter-gatherer days are (mostly) gone, but some exceptionally highly honed bitter taste wiring has managed to stick around.

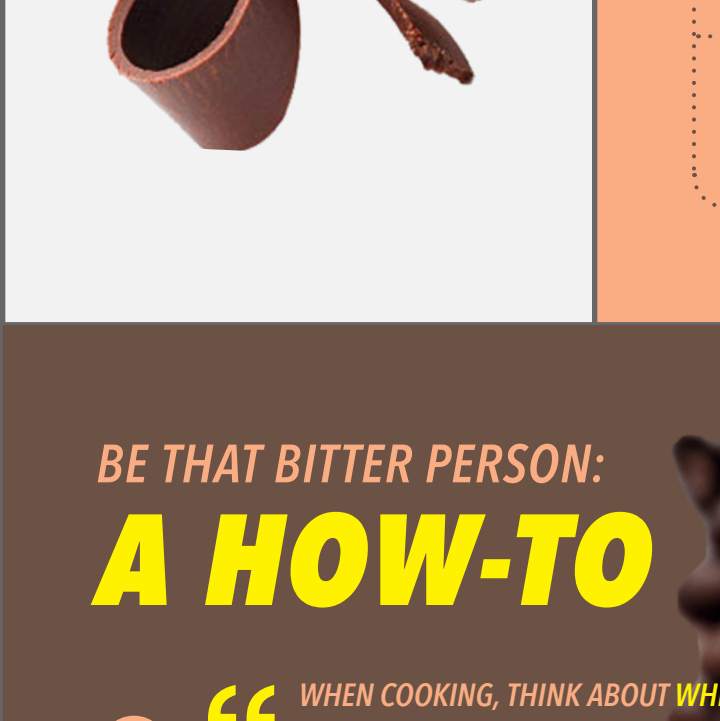


Think of our collective high sensitivity to bitter tastes as a veritable (eject button) to detect potentially poisonous foods and allow us to physically expel them from our bodies before it's too late. And, to this day, a little bitter flavor goes a long way and makes a big impact.

“The ability to discern bitter tastes evolved as a mechanism to prevent early humans from eating poisonous plants. Humans have about 30 genes that code for bitter taste receptors. Each receptor can interact with several compounds, allowing people to taste a wide variety of bitter substances.”

- Genetic Science Learning Center

SO, IN CONCLUSION, DARK CHOCOLATE IS GOOD, EATING RANDOM WILD PLANTS IS BAD AND LET YOUR EXPERT TASTE RECEPTORS BE YOUR GUIDE.



## THIS IS YOUR BRAIN (AND BODY) ON BITTER

QUICK SENSORY STIMULI BREAKDOWN:



### MOUTH PERCEPTION

Hyper recognition that even the faintest traces of bitter flavors have come in contact with your taste receptors and you're left to decide if it's good or bad.

### NOSE NOTES

You're getting pungency in the sniffer.

### BRAIN COMMUNIQUE

“BITTER ALERT” - sound the alarm, so far so good, but you have t-minus a few seconds to decide if you like this or not.”

## TRY A LITTLE BITTERNESS

Behold! A visual cheat sheet on how a little bitter can save a dish when the other senses of taste are all kinds of out of whack.

TOO SWEET?	Try a little bitterness.
FEELING THAT RICH UMAMI PUNCH?	Add in some bitter flavors for balance.
FATTY FLAVORS DOMINATING THE DISH?	Some bitter will cut through and increase complexity.
TOO BITTER?	Try the trifecta of more salt, sweet or sour to tame that bitter beast.

## BE THAT BITTER PERSON: A HOW-TO

1. “WHEN COOKING, THINK ABOUT WHEN AND HOW YOUR BITTER COMPONENT IS BEING INCORPORATED, AS THAT WILL LIKELY DETERMINE WHEN THAT SAME BITTERNESS WILL SPARK YOUR DINER'S TASTE RECEPTORS.”
2. SPRINKLING A WARM, RICH, BITTER INGREDIENT LIKE CACAO POWDER ON TOP TO FINISH A DISH VERSUS BRAISING MEAT IN A JUICY BUT TANNIC RED WINE FOR HOURS TASTES DIFFERENT BECAUSE THE INGREDIENT'S BITTERNESS REACHES OUR TONGUES IN VARYING STAGES WHEN EATING.
3. ALSO CONSIDER HOW THAT BITTER INGREDIENT IS CUT: LARGE STRIPS OF COLLARDS AS A SIDE YIELDS DIFFERENT RESULTS THAN HAVING THIN CHIFFONADES INCORPORATED THROUGHOUT A DISH.”

- Jenny Dorsey, Institute of Culinary Education



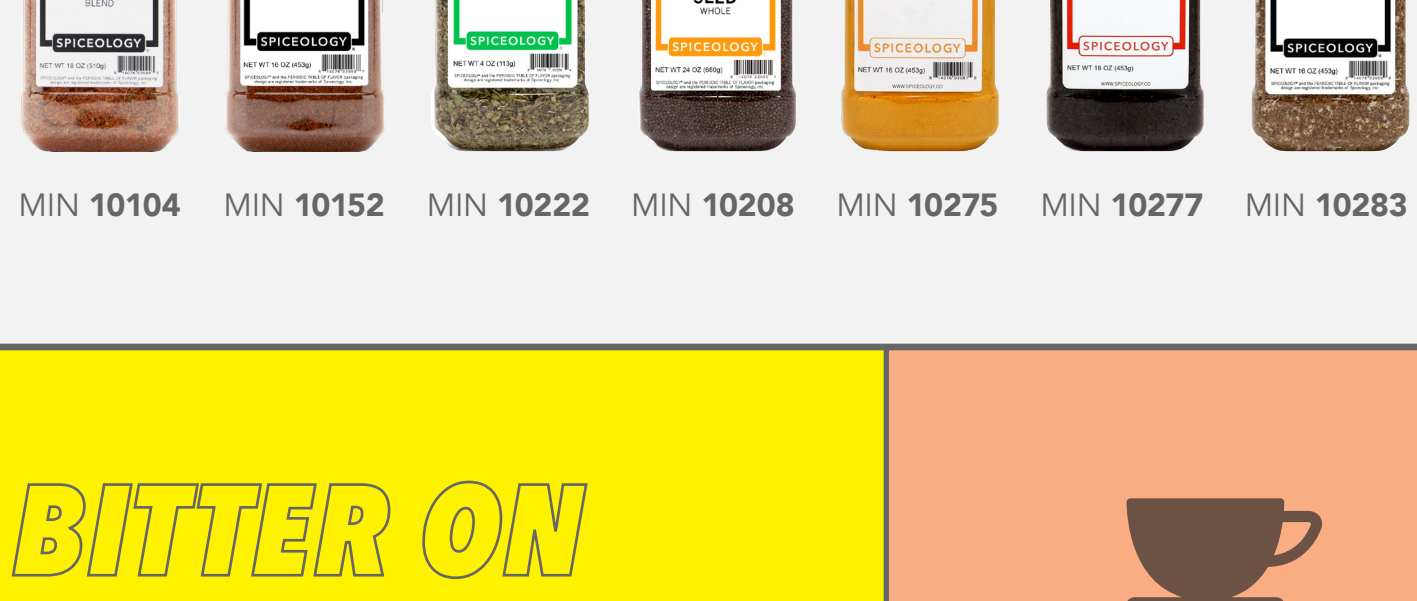
## HOW CAN WE PUT THIS... BITTER JUST HITS DIFFERENT.

And because a little bitter goes a long way, thoughtful application in the cooking and plating processes is paramount.

Embrace the bitter. The result will be like little bitter-laced-yet-balanced boosts of adrenaline for your taste buds over and over again until the dish is dunzo.

## BRING ON THE BITTER

CHILES, HERBS, BLENDS - THERE'S PLENTY OF BITTER GOODNESS TO GO AROUND.



MIN 10104 MIN 10152 MIN 10222 MIN 10208 MIN 10275 MIN 10277 MIN 10283

## BITTER ON THE MENU

Feast your eyes at a few dish concepts our Spiceology chefs cooked up to get you thinking about those balancing bitter flavors on the menu.

**BREAKFAST**  
Spiceology Orange Peel and Cinnamon Sticky Buns  
Orange Peel Buns MIN 10277

**LUNCH**  
Spiceology Urfa Biber Shrimp Kebabs  
Urfa Biber MIN 10277

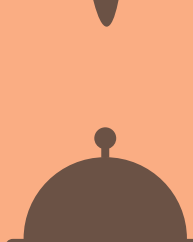
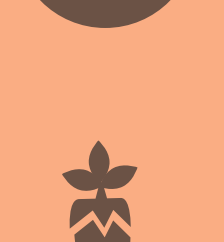
**APPETIZER**  
Spiceology Black Magic Cauliflower Bites  
Black Magic MIN 10104

**DINNER**  
Spiceology Cowboy Crust Molasses Grilled Steak  
Cowboy Crust MIN 10152

**SIDES**  
Spiceology Black & Bleu Brussels Sprouts  
Black & Bleu MIN 10102

**DESSERT**  
Spiceology Raspberry Chipotle Chocolate Pot de Crème  
Raspberry Chipotle MIN 10245

**COCKTAIL**  
Spiceology Pumpkin Spice Espresso Martini  
Pumpkin Pie Spice MIN 10247



## SHOP BALANCING BITTER BLENDS & INGREDIENTS

REACH OUT TO YOUR DISTRO REP OR SALES@SPICEOLOGY.COM WITH ANY QUESTIONS.