Building Flavors

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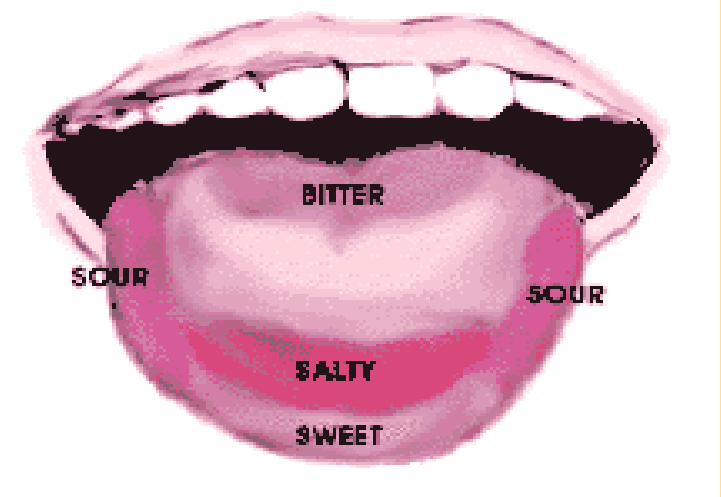
How do people respond to food?

- Aroma
- Visual
- Temperature
- Texture
- Taste and Flavor
- Satiety
- Well Being

Taste Vs. Flavor

What is it?

- SWEET signifies ripeness in fruit
- SOUR signifies unripe or spoiled
- SALTY minerals and electrolytes
- BITTER poison
- UMAMI indicates protein



Interaction of Tastes

- Sugar
- Salt
- Melon
- Radichio
- Lime
- Cayenne Pepper
- MSG

Ethnic Foods Defining Features

What makes one culinary tradition different from another?

- Ingredients - indigenous
- Ratio of ingredients
- Cooking Technique
- Climate and Geography
- History, Culture, Religion
- “Eatin what mama learned us to eat”

Southeast Asian Pantry

- Coconut Palm Sugar
- Sweet Potato, Basil
- Fish Sauce, Soy Sauce, Pickles
- Fruit, Limes, Lemons, Tamarind, Vinegar, Lemongrass
- Herbs, Greens, Green Fruit
- Fish Sauce, Preserved Fish, Soy Sauce
- Rice, Rice Products, Wheat

Balancing and Layering Flavor

- Bright Distinct Flavor
- Intense tastes and flavors - lime and chilies
- Raw Vs. cooked
- Quick cooking
- Methods and ingredients change flavor
- Sweet ingredients in savory food
- UMAMI

Conclusion

Questions?

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