



4-Page Starter Sheet  
HELP, TIPS, & POINTERS

Unsweetened Natural Background Flavoring

What are these?  
How can I use them?

## Some Added Useful Information

*--that might not be so obvious...*

**Flavor Aromas:** Like wine, the best way to approach the aromas/ perfumes of a flavor is not to sniff the bottle itself. Bottle-sniffing is tempting to everyone; but like wine, the true aromas are what “unfolds” for your nose once the flavors are swirled in a sample glass (of sparkling beverage or a shake; or when stirred into a hot beverage like coffee/ tea or steamed milk for a latte); or even when stirred into a food like yogurt or oatmeal.

**Flavor “Personality”:** Also like wine, you will find that some of the flavors have a bit more of a “forward personality” than others. This factor alone will cause you to adjust, experiment and find how much or how much less you like for your own tastiest level of flavoring in your food & beverages.

**Blending Flavors Together:** You can, and should, feel empowered to create your own blends of 2 or more of the flavors. The Flavor Essence line focused upon about a dozen of the most fundamental flavors. With these, you have the building blocks to create your own tasty concoctions by mixing them together. (You ought to first “get to know” a favorite single flavor –and already feel comfortable in knowing the best amounts to use as part of your own taste experience; then in the next phase, add some touches of second/third flavors. Finally --adjust your ratios to maximize your own sense of good taste). You can end up with some very complex and very customized flavor creations on your own!

**Shelf-Life:** We used to show a “best used by” date on our labels; however, this led to confusion. Now that Flavor Essence is about 3 years old, we have learned that these flavors actually improve, evolve and soften/mellow out as they age –as long as we store them properly (see below on Recommended Storage). Like better wines, the flavors do not have a defined or measurable life-span. At one point, we had considered setting aside and aging some batches for “Reserved” bottlings.

**Recommended Storage:** The flavors are very stable on their own. They do not have or need preservatives, they do not need refrigeration (like a red wine, you should not refrigerate these). They are not “fragile”, but it is also not recommended to leave them in a hot car or in a place that gets daily direct sunlight.

**About Cooking Projects:** When you bake with flavors, there is a natural beneficial cocoon-effect, as the outer layers of doughs and batters begin to “firm up”. Until now, only Vanilla extract was permeating throughout the inside. And that is great. A Critical counterpoint however, never add the flavors into a boiling, or simmering or sautéing environment. Instead, always add-in your flavorings once your sauce, soup, custard, etc. has been taken off the heat. (It can still be very hot –like 190 degrees or less). The mind-set is to use the flavors to “finish” and add some finesse to your simmered or boiled projects. (To get “the right amount”, I always pour off a small amount of my heated project and test-flavor in a smaller portion so that I learn the proper amount for my larger pot).

**In recipes that call for Vanilla extract,** you can also safely add a similar amount of any of the flavor as well –for a more exotic flavor creation. (But to toot our own horn on this, try our French Vanilla Crème against what you’ve been using –ours is more complex and more suave).

**About “chemical”-taste:** When I was a kid I liked the flavor of vanilla so much that I found out quite accidentally that if I tripled the recommended amount or dumped too much into something like my hot chocolate, the net result was very warped and that the vanilla started tasting “weird” (I was 8 years old). Flavorings cannot be expected to “behave well” when too much is put in. These flavors are subtle, elegant and soft background flavors. If you try to get them to “hammer” a taste at you, then you only recreate my childhood aspiration, and my first taste failure.

**These Flavors Are Not For:** (1) direct undiluted tasting/drinking –would taste foul anyway; (2) e cigarettes or e cigars; **nor** (3) any other vaping uses.



### Unsweetened Natural Background Flavoring

Our flavors are not syrups --they add finesse and complexity --not the "pow" of a syrup. And unlike extracts, these are concentrated at levels that make it very easy for you to customize & control your flavoring

**POINTER:** The presence of any of the following things (that are already in your food or drink), will tend to nicely "amplify" Flavor Essence, and you will require a bit less to create a tasty change:

- 1) when foods/beverages contain acids --e.g., if you add squeezes of lemon or lime wedges;
- 2) when foods/beverages contain proteins --e.g., in either dairy products or in many shake powders; and
- 3) when foods/beverages contain sugars --e.g., in fruit juices, non-plain yogurts, etc.

## Tips for Beverages

**BEVERAGE TIP 1:** When flavoring sparkling beverages, if possible, you should consider squeezing the flavoring in first --and then letting the effervescence naturally mix in the flavor. (Unless you are creating your own Soda Stream beverage where you may need to add Flavor Essences in last).

**BEVERAGE TIP 2:** Sparkling drinks tend to "mask" versus amplify the flavorings and you might find that you need a bit more. Non-Sparkling beverages ask for a bit less of the flavoring. Various forms of milk need a bit less too.

**BEVERAGE TIP 3:** With Flavor Essence berry and fruit flavorings, try squeezing a good-sized chunk of lime or lemon in with your flavoring --the acids amplify the flavorings naturally.

**BEVERAGE TIP 4:** When fruit juices are involved, they have naturally-present sugars, the flavors are amplified and you need less to transform your beverage. (The same goes for adding flavor-accents to commercial sodas)

**BEVERAGE TIP 5:** When/if you add-in your own favorite sweetener -- keep in mind that sweeteners tend to amplify the flavoring, and you will want to adjust the amount of flavor to match your tastes.

**BEVERAGE TIP 6:** In vodka, rum, tequila, beers --a lesser amount is called for (a few drops to a small squeeze per drink) when you want to create a flavored alcohol that is superior to commercially pre-flavored liquor.

**BEVERAGE TIP 7:**

Even though these aren't syrups, but you can easily use them to create a custom-sweetened-flavored syrup (Add these to any simple syrup from sugar & water).

## Tips for Foods

**FOOD TIP 1:** Flavor Essence can be added into any recipe --without altering your primary recipe, baking/cooking projects batters, doughs, mixes and custards. [1 bottle will flavor about 12 basic batches]

In baking, a basic batch can use a teaspoon or 2 of any flavor (or combination of flavors). You can replace or easily augment the use of vanilla without negatively effecting the texture or rise of a dough.

**FOOD TIP 2:** In baking, the cocoon-effect of doughs & batters serves to protect and permeate the added flavors.

**FOOD TIP 3:** You can also stir the flavors into chilled whips, homemade frostings and even yogurts. **STIR WELL**

**FOOD TIP 4:** For the easiest effect, just stir your favorite Flavor Essence flavor into honeys/syrups/butters for use on pancakes, French Toast, and English muffins.

**FOOD TIP 5:** When flavoring salad dressings, the acids/vinegars in most recipes will amplify to flavoring impact and call for @1/2 teaspoon flavoring per cup of dressing.

**FOOD TIP 6:** 1 to 2 generous squeezes of Flavor Essence will add delicate but complex background flavor when stirred into oatmeal and other cereals, yogurt. The amounts to use varies depending upon existing fruit sugars.

**FOOD TIP 7:** In high heat cooking, like custards and oatmeal **always add the Flavor Essence at the end, after the heat is turned down --not at the beginning.** At this point once you stir in some Flavor Essence, its aromas and flavors will "bloom out" best. So, use Flavor Essence to "finish" off your simmered or boiled recipes once you turn off the heat-- **Here's a Basic Rule→Do not anything to evaporate these delicate flavors.**



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## A couple more Basic Tips

### Be creative, Take Control –Flavor it your way

**BASIC TIP 1:** A positive side-effect of our flavorings is that they will smooth off the "bite" or acidity of coffees/teas and alcohol-based drinks. For example, 1) try a couple of drops of Raspberry stirred into straight cold vodka or on ice to taste a mellowing effect on its bite; and 2) try the same in tea to notice a smoothing effect on the tea as well as a slight amplification of the Raspberry (or other fruit/berry flavor) .

**BASIC TIP 2:** None of these are intended to robustly replace the "pow" of a syrup. Instead, you should use these to work as tasty background flavors that add subtle, complex yumminess. BUT to make an exotic syrup, add any flavor to: (a) A 1:1 ratio sugar & water simmered/dissolved; Or (b) just stir any flavor into Agave, maple syrup.

**BASIC TIP 3:** These are very clean flavors that do not produce any odd after-tastes – Unless you "dump in" too much while seeking flavor intensity beyond its capacity or beyond your own palate's capacity. The "goldilocks -just right" amount is below a sensory overload that "warps" into a taste that is undesirable. So, cut back a bit if this happens to you.

**[Just like an excessive amount of salt can warp into a bizarre taste effect, these can too].**

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**About sugar levels**→ These are not sweetened with anything. Our diabetic friends and diet-conscious friends can finally enjoy flavor that is usually adulterated by well-meaning mass-producers. For purists & "foodees", this means **(1)** You can finally avoid & eliminate unwanted all sweeteners; **(2)** When you do want sweetness, you can choose your own favorite sweetener, and totally control any sugary aspect your own way.

**[Control over Flavor + Control over Sweetness] = Freedom of Taste. And that should = Personal Tasty Pleasure**

**About alcohol levels**→ Unlike common extracts that have alcohol levels that emulate the percentages found in straight vodka, undiluted Flavor Essence "straight-up" is more akin to a craft beer. Although these do contain some alcohol, but to put it into perspective, several drops diluted into a glass or bottle of a beverage will amount to such low levels of alcohol that trained or gifted palates would not be able to notice or taste it. The percentage present at that point will amount to somewhere in the realm of 1/400th of one percent –less than what is present in natural fresh-squeezed orange juice.

**About the flavor color & appearance** –Zero effort goes into "Beautifying the flavors". No colors are added or removed –so they are always left to look "as is". No clarifiers are used either. Some have unfiltered sediment and need to be shaken. (As in some good wines, you'll find many winemakers that believe excessive filtration can diminish desirable aromas and complexities of taste). The Blueberry is opaque almost milky (in part via blueberry pulp extraction); some are as clear water, while others finalize with some color hues still in-tact. You will always dilute these anyway, so no matter what color or clarity any flavor has, ultimately it will be invisible; and as the real priority the perfumes and tastes will be very stable and unfold properly into the background of your recipes just like you ultimately want.

**More help is always on the way too**

**send your email to → [TheKitchen@FlavorEssence.com](mailto:TheKitchen@FlavorEssence.com)**



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## For Creative People With Gourmet Tendencies &/or Health-Conscious Concerns

**Who Uses Our Flavors:** People who want real flavor, want some tastier fun, want some variety, want to take control over how things taste and/or are health-conscious.

And we connect well with Gourmet people, DIYers, Bartenders, , Baristas, Chefs, Dieters & Athletes

### BASIC FLAVOR INGREDIENT ANALYSIS

0 Sodium  
0 Protein  
0 Carbohydrates  
0 Sugar

0 Dietary Fiber  
0 Cholesterol

0 Trans Fat  
0 Monounsaturated  
0 Saturated Fat  
0 Fat -Total

### PRESENCE OF ALLERGEN SOURCES

United States, Canada, EU

0 Wheat (includes Triticum species & Triticale)  
0 Egg and Egg Products  
0 Milk and Milk Products  
0 Peanut Products (oil, nut, etc.)  
0 Soy (flour, oil, proteins, etc.)  
0 Crustacean Shell Fish  
0 Fish

0 Celery (root, stalk, leaves, not seeds)  
0 Lupines and Products thereof  
0 Mollusks (oysters, clams, etc)  
0 Mustard and Products thereof  
0 Sesame and products thereof  
0 Yellow #5

Flavor Essence Ingredients: water, alcohol, natural flavors

2-ounce bottles that have a flip-top cap with a "reducer" so you can easily shake and add drops... or you can squeeze quite accurate squeezes (and in baking, you can easily squeeze/measure into teaspoons the desired amount. measures in baking/cooking).

**Flavor Essence Has No Sweeteners --at all. Add your own favorite, at levels that you like or want.**

There are also no added colors or preservatives, no calories, carbs, fat, protein, sodium or gluten. Actually, our flavor are allergen-free from all of the major allergen sources, vegan, and clean tasting! You won't experience an odd after-taste or "off-note" flavor in the background taste or the "finish"—unless you use way too much.

**These contain no added ingredients --and nothing is done to make these "prettier" --for example the Blueberry is opaque pulp colored, and some have a bit of unfiltered sediment like the plump Black Cherry or the Jamaican styled Ginger.** There is no coloring, no artificial ingredients, no clarifiers, no emulsifiers, and no preservatives to enhance or "stabilize" them. These are very stable on their own, they need no refrigeration and actually tend to mellow and improve over time and aging

**Even though we like to think our flavorings are quite tasty, these natural unsweetened flavors are vegan and diabetic friendly.** No dairy or meat is ever involved. These are natural because the flavors are derivatives from spices, fruits and vegetables, fruit juices and vegetable juices, edible herbs, roots, leaves, barks and buds. Nothing artificial is used. (If we were to design artificial replacement flavors, we could chop the price by more than half for all of them).

**There is a nominal amount of natural alcohol involved, and in part, as a natural preservative for each flavor...** Yet it is much less than what we have been observing with other competing natural or organic flavorings; we notice that they tend to contain alcohol at vodka levels of 40% to 60%, while our concentrations are diluted primarily with water and our alcohol content is more akin to craft-beer levels so that each flavor's "personality" more delicately comes through in both aroma and taste. And once you add our flavorings into a basic 12-ounce beverage the final alcohol content is less than 1/10<sup>th</sup> of 1 percent.

**Some tasty beverage uses** are in water/sparkling waters, hot/ iced coffees & teas/kombucha, milk, smoothies and shakes, juices & other blender drinks --especially exotic martinis and cocktails.

**Some tasty food uses** are in yogurts, peanut butter, morning oats, muffin/cake mixes, cookie doughs, bread recipes, pancake batters, frostings, butter creams, whipped creams, fruit salad marinades