



Training Guide

MSG

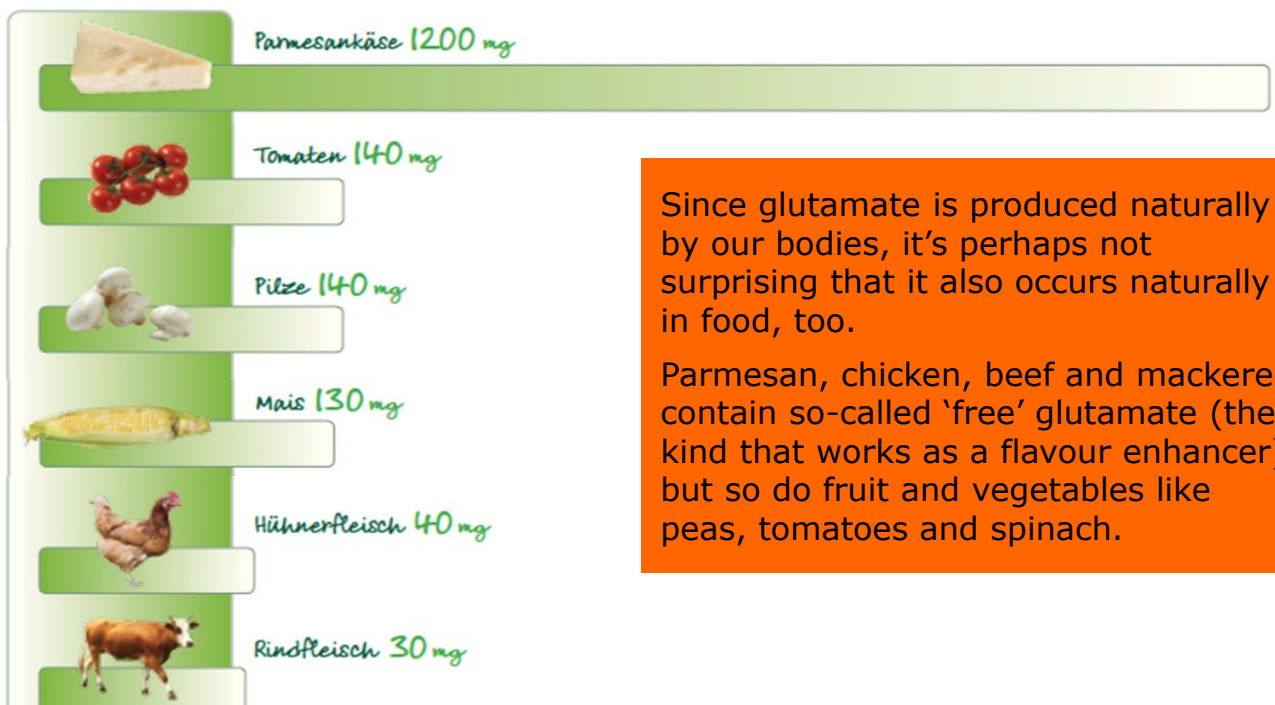
What is MSG?

MSG - or monosodium glutamate to give it its full name – has been used over centuries to enhance the flavour of savoury foods. It's produced via fermentation and made from natural products such as sugar cane or molasses and starch from tapioca, corn and other cereals.

Glutamate is a flavour enhancer, but it also adds a fifth flavour to food called 'umami', which is a savoury, broth-like taste. (The other four flavours are sweet, salty, sour and bitter.)

It's used in soups and sauces, tinned and frozen food as well as meat and fish, and it's a great alternative to salt because it has only a third of the sodium content.

Our bodies produce glutamate naturally because it's central to keeping all the cells in our bodies working efficiently and effectively.



Since glutamate is produced naturally by our bodies, it's perhaps not surprising that it also occurs naturally in food, too.

Parmesan, chicken, beef and mackerel contain so-called 'free' glutamate (the kind that works as a flavour enhancer), but so do fruit and vegetables like peas, tomatoes and spinach.



What is the issue with MSG?

It used to be blamed for 'Chinese Restaurant Syndrome', which was said to include chest tightness, nausea and sweating. However, very few people are affected by MSG, and the European Committee for Food, the US Food & Drug Administration and the World Health Organisation have all concluded that it's perfectly safe.

What's our solution?

Despite the misconceptions surrounding it, we realise that a lot of consumers, and therefore a lot of chefs and operators, are looking for products without MSG. That's why we've reduced or eliminated it as much as possible from our products, while keeping the same great taste by using more herbs and spices instead.

Why should people use our product?

However, chefs are always going to want to enhance the savoury flavour of their dishes. This almost always means adding salt. Not only is too much salt unhealthy, it's also a bit simplistic when it comes to enhancing flavours, upsetting the fine balance that every chef aims to achieve. *Chicken powder* is the ideal seasoning alternative to salt. It gives the food a more rounded, balanced flavour by helping to reduce the sodium level.