



What is the flavor that makes Mikey's Marinade taste sooo good?

Mikey's "New York Steak" Marinade and the Umami Factor

Mikey's New York Steak Marinade contains a soy base.

While taste physiologists have traditionally pointed to four basic flavors - sweet, salty, sour and bitter - Japanese culture has long held the notion of a fifth flavor, umami. Today, umami is rapidly gaining acceptance in Western culture, thanks in no small part to the increasing popularity of Asian cuisine. Recently, researchers at the University of Miami have isolated a specific taste receptor for the flavor.*

So what exactly is umami? Often translated as "savory" or "brothy," umami can be described as the tongue-coating, meaty flavor of sautéed mushrooms, a juicy steak, aged cheese, or a rich stock. Physiologically, the umami taste is related to the presence of glutamic acid, which is abundant in protein-rich foods. Recent theories have suggested that the experience of umami is a result of glutamic acid working synergistically with olfactory sensors and salt. The result is a rich, fully rounded flavor that's well-enhanced. Not surprisingly, soy sauce has plenty of the elements that make up the elusive umami. Adding naturally brewed soy sauce to a variety of food products can add the allure of umami's richness and fully-rounded flavor without adding MSG.

Umami is particularly desirable in processed foods, where rapid preparation can be an obstacle; the cooking time required to develop rich, meaty flavors is often overridden by tight production schedules. By adding a little soy sauce to the formula, the amino acid content can help fill in the blanks in the flavor profile without having to add hydrolyzed vegetable protein. This would apply to applications such as chicken or beef entrees, soups and cured meats.

The Mechanism of Taste Perception

The overall flavor experience is a combination of several concurrent reactions in the mouth. First, the molecules of various food components trigger receptors for the basic tastes. While this is happening, aromas enter the nose both through the nostrils and through the roof of the mouth.

Here, olfactory receptors transmit odor perception to the brain, where the information is combined with that of the taste receptors. This combination is finally influenced by

physical perceptions transmitted by the mouth's sense of touch. Flavor enhancers help to combine these reactions into a unified, blended flavor experience and to intensify the overall effect.

Mikey's New York Steak Marinade incorporates a superior quality, naturally brewed and fermented soy sauce. Brewed soy sauce has almost 300 identifiable constituents. These constituents work together as a team to create flavor and aroma. They are the direct result of several reactions that take place concurrently during the extended fermentation step. Soy sauce is a flavor enhancer primarily because of its amino acid content. Many amino acids have been identified both as flavor potentiators and umami contributors -- most notably, glutamic acid. But soy sauce's glutamic acid content isn't the only thing contributing to its flavor-enhancing capabilities.

Mikey's "New York Steak" Marinade is a complex flavor enhancer. There is nothing ordinary about Mikey's! A true gourmet treat for those who love flavor.

Light up the grill!!

Enjoy!

See us at www.MikeysMarinade.com