1950

Glasses for your Tastebuds

Mary Kay Pitzer
Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation
Pitzer, Mary Kay (1950) "Glasses for your Tastebuds," The Iowa Homemaker: Vol. 30 : No. 4 , Article 5.
Available at: http://lib.dr.iastate.edu/homemaker/vol30/iss4/5

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Glasses for your Tastebuds

That's what this new flavor intensifier has been called by famous chefs and homemakers all over the country.

*by Mary Kay Pitzer
Technical Journalism Junior*

MSG is added to meat to provide extra “dash” by stimulating your taste buds to a quicker and more intense flavor of foods.

SAlt and pepper are soon to have a new friend on the American dinner table. It’s monosodium glutamate, an amino salt which intensifies the natural food flavor without adding flavor, color, or aroma.

Generations ago the Chinese discovered this flavor intensifier in powdered seaweed and used it to add zest to dull fish and rice dishes. Soon the Japanese took notice and began manufacturing it commercially, calling it Aji-no-moto, “that element of taste.” Gradually they began shipping small quantities to us until the war cut off such imports.

But the interest of American manufacturers had been aroused, and they experimented until they were able to produce the substance from sugar beets, wheat, corn or soya beans. For many years it was used only by exclusive hotels and restaurants, but due to greatly increased production and promotion, it is now finding its way to neighborhood grocery shelves as well.

As a seasoner, MSG is used in addition to salt, not as a substitute. It lacks taste of its own, but stimulates the taste buds to a quicker and more intense flavor of foods. Having no flavor or aroma of its own, it does not change the flavors of foods as a condiment does.

Especially good with meat, soups, poultries, sea foods, and gravies, MSG also enhances the flavor of vegetables, sauces and salad dressings. One enthusiastic user found that it added zest to maple syrup, coffee cake and fresh fruit salad. As a special boon to the thrifty homemaker, MSG does wonders for rejuvenating leftovers. Doctors even prescribe it for invalids when “just nothing tastes good.”

No expert cook is needed to produce mouth-watering results with monosodium glutamate. In fact, no recipe changes are needed at all. Just add the seasoning before or during cooking or sprinkle to taste before serving.

In spite of the addition of flavor, MSG adds little to the cost of a meal. Colonel Paul Logan, director of research for the National Restaurant Association, announced that with pure glutamate costing 15 cents per ounce, used in recommended amounts, it will add 2/3 cent per pound to beef, ½ cent per pound to macaroni and cheese, ¼ cent each to chops, and 3/5 cents each to one-pound steaks.

Colonel Logan has also conducted a blindfold test with foods prepared with this product with ten members of the Food Testing Committee of the National Restaurant Association. Dishes tested were cream of tomato soup, chicken gravy, Irish stew, green string beans, broccoli and beef olives (small rolls of flank steak).

During the tests, each member was given two samples—one prepared by standard cooking methods and the other with MSG added. Without consulting anyone else, each member voted, giving his or her opinion of the relative merits of the two dishes. Here are the results:

<table>
<thead>
<tr>
<th>Dishes</th>
<th>Percentage Preferring Plain Dish</th>
<th>Percentage Preferring MSG Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken gravy</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>Irish stew</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Green string beans</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Broccoli</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Beef olives</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Cream of tomato soup</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>GENERAL AVERAGE</td>
<td>31.6</td>
<td>68.4</td>
</tr>
</tbody>
</table>

Colonel Logan pointed out that a single test such as this would not be conclusive except that it was augmented by similar results obtained from more than five hundred other tests.

Monosodium glutamate is now being sold under several different trade names throughout the country. With homemakers who enjoy adventure in cooking, MSG is a passport to exciting and flavorful meals.

*The Iowa Homemaker*