

TLC

# THE LUXURY SPICE CO.



THE SPICE GUIDE



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## AT LUXURY SPICE CO WE BELIEVE QUALITY MATTERS, ESPECIALLY WHEN IT COMES TO FOOD...

... That's why we strive to produce only the greatest quality spices to elevate your dishes. Spices bring a meal to life, adding an exotic flair to even the simplest of bites to eat. We are a purveyor of the finest and most luxurious spices on the market, which is why we go the extra mile to ensure that our quality is unbeatable. Sourced from around the world, we only collect our spices from ethical, high-standard farms which we approve. This ensures that not only are you getting spices grown in the most optimal conditions, specific to each spice's needs, but the farmers also get fair treatment and pay. Our commitment to quality is unwavering, from farm to table we ensure each and every one of our spices is treated and produced with the utmost care and to the highest standard.

Spices are the fine details of a meal, carefully balanced to form the perfect flavor combinations and tastes. Spices should be exquisite and exciting, however, this is often not the case with stale, sawdust-like supermarket-bought spices. These spices often lack quality, which is then reflected in the dishes they are used in. To help you avoid this, we have curated the spice guide, a short guide dedicated to ensuring that you can identify the finest spices from their lackluster counterparts.

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# WHY YOU NEED TO AVOID CHEAP SPICES

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## CHEAP SPICES ARE CHEAP FOR A REASON, WITH LOW COST COMES LOW QUALITY

Low-priced spice's true cost may be more than you bargained for, as the FDA's lax regulations allow suppliers to conceal additives by not requiring any 'add-ins' to be listed in the product ingredients. Flour and rice powder are often used to bulk-out spices in an attempt to save the manufacturer money, but costing you on quality. These spices are impure and diluted, sacrificing both flavour and aroma for profit which can leave your meals tasting bland.

Unbelievably, the presence of foreign matter, excreta, dead insects, and even mold is permissible in these products due to relaxed health regulations in spices. A shocking 2021 report revealed that one-third of tested spice products contained high enough levels of arsenic, cadmium, and lead to pose a health concern to children when consumed in regular portion size. These heavy metal contaminants can be damaging for young children, impacting brain development and increasing the chance of behavioral problems, so are definitely something to avoid.

Lets dive into what you need to be looking out for to avoid these inferior spices:



# CHECKING FOR QUALITY



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In most cases, the quality and freshness of spice can be assessed with either color, smell, or size, or sometimes a mixture of all three of these categories. You want the spices to be vibrant and bright, to be aromatic, and to instantly notice the complexities of the spice flavor in any dish you use it in.

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here are some questions you may want to consider when finding your spices:

Where are the spices sourced?

You want to be able to track the spices back along the supply chain to the farm and who grew the spices, not just the region of the world.



How were the spices harvested and processed?

Is the manufacturer known for having a good standard of products and keeping their products additive free? Or are they secretly using fillers and poor quality control?

Are the spices organic?

Organic produce should be free of any chemicals or preservatives, and organic is often a great sign of purer, higher-quality spices.

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The world of spices is vast, with so many different spices, each having their own individual different variations. With each spice boasting its own complexities and flavors, you can't always assess these the exact same way. Here are some of the ways to identify the best quality in some of the most commonly used spices:

## BAY LEAVES

Bay leaves should be green in color; brown indicates that the leaf is old. Slight blemishes are normal. However large, black blemishes indicate poor treatment, although this may not impact flavour. Broken pieces mean that the essential oil has been released, which means the flavor may be reduced



## BLACK PEPPERCORN

Weight is key to testing black peppercorn quality. Peppercorns are measured in weight per litre, with a heavier weight indicating the flavour in each peppercorn is more densely concentrated.

The average peppercorn weight per litre is 500g, however, higher quality can go up to 570g/L. Many sellers add papaya seeds to bulk out their pepper as they are similar in size and colour. You can also test by crushing it, higher quality peppercorns will break into bigger chunks, whilst low quality or old peppercorns will break into smaller pieces.



## CARDAMON

Size and colour are the main factors when assessing cardamon, with smaller pods carrying simpler flavours. Larger pods have more seeds, which release more complex flavours, so aim for 8mm in length or more. Green pieces also indicate freshness, however looking too green can indicate that they may contain additives and artificial colourings. This can be checked by rubbing the pods between your fingers and seeing if any colour is released.



## CHILLIES

Chillies are difficult to tell for quality as there are hundreds of different types. Generally, the brighter the colour the better, however, chilli powder can sometimes contain additives and colourings to make the powder appear fresher. To test for colourants, put some of the chilli powder in water and see if it changes colour. If the water does change, then chances are the bright colour is from artificial additives..





## CINNAMON

cinnamon is a variety of cassia that grows in Sri Lanka, and most of the cinnamon sold in the UK, USA, and parts of Asia is in fact cassia. The two are very similar, with cinnamon being a stronger variety of cassia. Assessing for quality is the same for both, first of all, check for no green marks which indicate mold. The sticks should be brittle and an even shape, bends and angles indicates poor cultivation, and the thinner the sticks the better as it means more concentrated flavor. If bought in powdered form, cassia has a much coarser texture than cinnamon.



## CLOVES

The giveaway with cloves is the colour. Red colour indicates superior flavour, while brown coloured cloves mean they are old, or grown in parts of the world where the crop is milder. Longer cloves can also mean more flavour. You also want to look for cloves which are plump and fatter in shape, as a more flat and thin clove can mean that the oil has been extracted, resulting in less flavour within the clove.

## CUMIN

cumin also grows in several varieties, good quality cumin is light in colour, and a darker colour can indicate the spice has additives. You can test the quality of the cumin by placing it in a glass of water. any additives will float while the cumin sinks to the bottom. Also, you can place some cumin in your hands and rub them together, if your hands turn a dark colour, this indicates additives.



## SAFFRON

Saffron requires careful picking and the biggest giveaway of quality in saffron is the color; yellow strands are almost tasteless whereas red is best. However, the red and yellow grow connected, so you want to select minimally yellow saffron, with only 20–30% of the strand being yellow.



## SICHUAN PEPPERCORNS

Good quality Sichuan peppercorns are red in color, whilst lower quality are black or brown. This is also the reason Sichuan pepper-based food tastes better in China, as they use mostly red, whilst the rest of the world uses mostly brown/black. Additionally, really high-quality Sichuan peppercorns have the seeds removed.



## STAR ANISE

In star anise, a lighter colour is often superior, and darker can indicate old or poor quality product. However, too light and bright can be an indicator that the crop has been treated with sulphur dioxide, which can be unsafe. Size is also a good indicator, small pieces carry very little flavour and taste basic. A good size to aim for is 1.5cm, however, sizes can go up to 3cm for the highest quality. Missing petals can also mean poor quality in taste and poor treatment.



## TUMERIC

The main component giving turmeric its flavor is curcumin, and the redder the turmeric, the more curcumin it contains. Generally, the best turmeric contains 3–4% curcumin and should be a light yellowy orange. If you are buying turmeric whole, it should have a smooth, polished outside. Another good trick to tell if your turmeric is pure is to place a spoonful of your turmeric powder into a glass of water. If the turmeric settles to the bottom, then it is good quality. However, if it mixes with the water and turns dark yellow, this indicates poor quality.



## VANILLA

With vanilla, the biggest indicators are size and weight, with lower quality vanilla pods weigh approximately 1–2 grams, and higher quality vanilla weighs 3–4 grams a piece. There should be a noticeable difference in taste, with the larger pieces being much more complex in flavor. The color should also be a deep black, browner pieces indicate that the vanilla is old and has been sitting around for longer periods of time. The shell should be slightly oily, as this is also an indicator of freshness.



# DO YOU WANT THE HIGHEST QUALITY SPICES?

## WHERE TO SOURCE YOUR NEXT SPICE ORDER

We offer the highest quality of spices available to all markets. We provide for professional kitchens and restaurants as well as wholesalers and retail stores. our spices are available in individual packages and bundle options of multiple spices, each available in varying sizes

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## SAMPLE KITS

If you would like a sample of our spices to experience the quality firsthand before purchasing, we provide sample kits of up to 5 spices of your choice.

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## CELEBRITY ENDORSEMENTS

Our spices are not just available in-store, we also provide spices to some of the biggest names in the cooking industry. This includes Chefs such as [celebrity name], [celebrity name], and [influencer name], and some of the finest restaurants worldwide.

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# EXCLUSIVE OFFER

## 20% OFF YOUR NEXT SPICE PURCHASE AT [STORE NAME]

TO CLAIM YOUR DISCOUNT, SIMPLY POP INTO [STORE NAME] BEFORE THE 23RD OF JULY!

HURRY, ONLY AVAILABLE WHILE STOCKS LAST!

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## CONTACT US

This is a fictional company and does not exist. This has been produced as a copywriting and advertisement example

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