

FREE EBOOK · CHEF CIMAX

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# THE FLAVOR STARTER GUIDE

Simple lessons that will instantly  
improve your cooking.

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# Why Most Food Tastes Flat

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**Most bland food is not caused by lack of seasoning.**

It usually comes from:

- Poor heat control
- Rushing ingredients
- Weak stock
- Adding everything at once
- Too much seasoning with no balance

**Good flavor is built gradually.**

— Chef Cimax

# The 5 Parts Of Flavor

01

## SALT

Makes food come alive.

02

## ACID

Adds brightness.

- Lemon
- Lime
- Vinegar

03

## SWEETNESS

Balances sharp flavors.

04

## BITTERNESS

Adds depth when controlled.

05

## UMAMI

The savory richness in:

- Stock
- Mushrooms
- Meat
- Tomatoes

*Balanced food uses all five parts properly.*

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# The Biggest Mistake ■ Home Cooks Make

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Putting everything into the pot at the same time.

When onions, spices, tomatoes, and seasoning all cook together immediately...

**the flavor becomes muddy.**

**Build flavor in stages instead.**

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# How To Build Better Flavor

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**01** | Cook onions properly first.

**02** | Toast spices gently.

**03** | Cook tomato paste long enough.

**04** | Add stock gradually.

**05** | Taste constantly.

**Cooking without tasting is guessing.**

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# How To Fix Bland Food

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If food tastes flat:

- Add acid
- Adjust salt
- Increase heat slightly
- Reduce excess water
- Add stock instead of more cubes

## INSIGHT

**Sometimes the food is diluted.**

Not under-seasoned.

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# Heat Control ■ Changes Everything

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## LOW HEAT

Develops flavor slowly.

## HIGH HEAT

Creates browning and crust.

## WRONG HEAT

Destroys texture and flavor.

**Learn heat control and your cooking improves immediately.**

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# Flavor Is About Balance

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TOO SALTY

Unpleasant.

TOO SPICY

Distracting.

TOO SWEET

Confusing.

**Great cooking feels balanced.**

Nothing fights for attention.

# One Last Thing

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**Stop trying to make food  
taste stronger.**

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**Focus on making it  
taste clearer.**

*There's a difference.*

IF THIS GUIDE HELPED YOU, WATCH OUT FOR:

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**01 Flavor Control Handbook**

Deep dive into seasoning and flavor.

**02 Beginner Cooking Course**

Step-by-step for complete beginners.

**03 Cook & Sell Mini Class**

Turn your cooking into income.

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**Chef Cimax**

More practical lessons coming soon.

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