



FRANKLY **TASTY**

Authentic Flavor
Made Simple.



The Frankly Tasty Story



Where passion meets flavor

Frankly Tasty began with a chef who believed that food should taste bold, honest, and effortless.

Chef Frank McCarron built his reputation on flavor. From his early days perfecting dough and sauces in small restaurants to earning national recognition for creating America's Best Frozen Pizza, Frank's culinary journey has always centered on one mission — bringing real, restaurant-quality taste to everyday cooking.

So, Frank decided to change that.

Working from his test kitchen, he crafted a line of chef-balanced spice blends that deliver instant confidence in the kitchen. Each mix is built to bring structure, aroma, and taste together — whether you're making sausage, chorizo, or simply seasoning veggies.

That passion turned into Frankly Tasty Spices — a brand built on quality, honesty, and simplicity.

No fillers, no shortcuts, just pure, powerful flavor.

Today, Frankly Tasty is about more than spices; it's about bringing time and joy back to cooking. Whether you're a home chef, a retailer, or a food lover sharing our blends at tasting parties, you're joining a movement that makes cooking fun again.

Because at the end of the day, flavor is confidence — and **that's what Frankly Tasty delivers.**



Understanding flavor, health, and clean ingredients

At Frankly Tasty, we believe flavor should never come at the cost of health.

That's why before introducing our products, we invite our partners to understand the science of seasoning, what goes into spices, what should not go in, and why ingredient transparency matters more than ever.

1 The Science of Salt

Salt enhances flavor, but too much harms health.

- The AHA recommends $\leq 2,300$ mg sodium/day (ideally 1,500 mg).
- Most people consume over 3,400 mg/day, mainly from over-salted blends and processed foods.

Many seasonings rely on salt to fake flavor, but that's not real cooking.

3 Transparency is the future

Recent FDA and Consumer Reports (2023) studies found lead, arsenic, and cadmium in common spice brands, especially imported paprika and turmeric.

Consumers now expect full traceability and quality assurance.

That's why every Frankly Tasty blend is chef-crafted, lab-tested, and traceable from source to spice.

2 Clean Labels Matter

A clean spice blend uses natural ingredients, not fillers. When reading labels, avoid:

Avoid This	Why It's a Problem
“Natural Flavors”	Can hide synthetic additives.
Artificial colors	Mask freshness and quality.
Salt as first ingredient	Limits flavor control.
Unclear sourcing	Can lead to heavy metal contamination.

4 Where the market fails

The modern spice aisle is crowded — but not smarter. Here's where most products fall short:

- Over-salted formulations that restrict consumer control.
- Opaque labeling that hides fillers and “natural flavor” chemicals.
- Low-quality imports with inconsistent safety testing.
- Commodity thinking — selling seasoning as bulk powder, not as a curated culinary system.

The result? Flavor confusion, health risks, and a lost connection to real cooking.

Frankly Tasty was built to solve all of this — through transparency, culinary intelligence, and blends that make flavor functional again.



The Difference is in the details



Sodium Content

Typical Spice Blend

Often 300–600 mg per serving — salt listed first.

Ingredients

“Natural flavors,” artificial colorants.

Transparency

Vague sourcing and unclear origins.

Heavy Metals Risk

Higher in imported, bulk blends.

Flavor Profile

Generic, one-dimensional, inconsistent across batches.

Use Case

Commodity — just “add salt.”

Brand Mission

Sell more seasoning.



Frankly Tasty Blend

Chef-balanced with <150 mg per serving, letting food—not sodium—shine.

100% real ingredients — herbs, spices, and natural binders only.

Fully traceable ingredients and batch-tested for purity.

Sourced from vetted suppliers, tested for safety and compliance.

Chef-designed for balance, depth, and consistency in every mix.

Culinary system — guides structure, texture, and flavor.

Empower people to cook better, healthier, and smarter.



The Frankly Tasty Portfolio

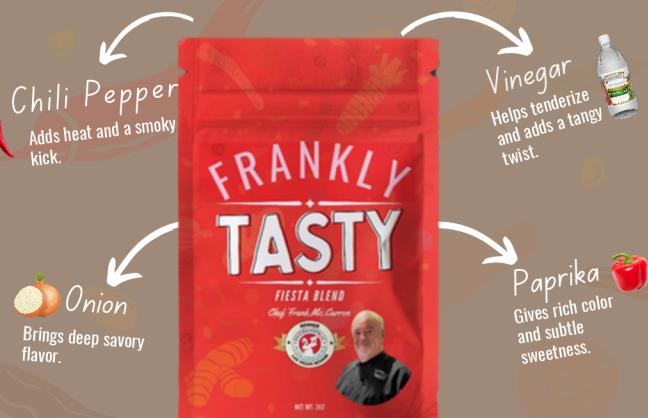
Crafted by chefs. Balanced by science. Trusted by taste.

Every Frankly Tasty blend was created to deliver professional flavor with home simplicity.

Each pouch uses clean, traceable ingredients, no fillers, no artificial flavors, and no excess sodium.

Just bold, honest taste you can trust.

Hydratable Blends



Fiesta

Smoky • Bold • Vibrant

Inspired by traditional chorizo, this blend combines smoked paprika, chili, and aromatic spices for deep, authentic flavor, without grease or heaviness.

How to Use:

Mix 1 tablespoon of blend with 1 tablespoon of water, then fold into ground meat, tofu, or seitan.

Yield (2 oz pack): ≈ 5 lbs of fiesta-style mix.

Perfect For: Breakfast tacos, tenderizing meat, nachos, or spiced veggie crumbles.

Signature Meatball

Savory • Balanced • Juicy

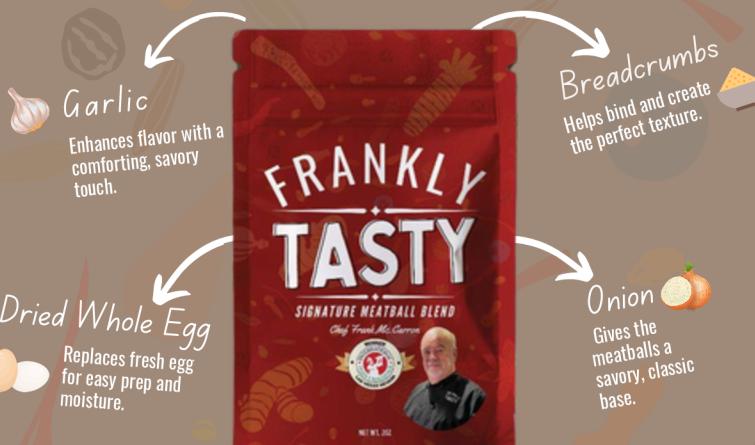
A chef-formulated mix that captures the richness and comfort of a classic Italian meatball, without the guesswork.

How to Use:

Mix 1 tablespoon of blend with 1 tablespoon of water, then combine with your base (meat or plant protein). Shape and cook as usual.

Yield (2 oz pack): ≈ 5 lbs of finished meatballs (about 40 meatballs).

Perfect For: Beef, turkey, pork, or lentil-based meatballs; soups, subs, or pasta sauces.



Rustic Italian

Herby • Classic • Comforting

This blend captures the old-world charm of Italian sausage, earthy herbs, fennel, and a touch of garlic, perfectly balanced for modern plates.

How to Use:

Mix 1 tablespoon of blend with 1 tablespoon of water, then blend with ground pork, chicken, or plant protein.

Yield (2 oz pack): ≈ 5 lbs of sausage-style mix.

Perfect For: Pasta, pizza toppings, lasagna, soups, breakfast patties or fajitas.





Sprinkle & Finishing Blends

Heritage Garlic Salt

Pure • Aromatic • Versatile

A kitchen essential, reimagined. Our Garlic Salt blends roasted garlic with mineral-rich sea salt for clean, controlled flavor that enhances without overpowering.

How to Use:

Sprinkle lightly over any dish. A little goes a long way, about $\frac{1}{8}$ tsp per serving.

Yield (2 oz pack): \approx 96 servings.

Perfect For: Vegetables, proteins, marinades, pasta, or bread.



Signature Seasoning Salt

Balanced • Everyday • Bold

The perfect all-purpose blend. Designed to replace multiple shakers on your counter, it adds depth, balance, and warmth to any dish.

How to Use:

Sprinkle as a finishing salt or use in marinades, rubs, or soups.

Yield (2 oz pack): \approx 96 servings.

Perfect For: Roasted potatoes, proteins, sauces, or as a table seasoning.



Grill Master

Smoky • Spicy • Clean Heat

A bold, Cajun-inspired seasoning with smoked paprika, garlic, and a hint of peppery heat. Ideal for grilling or pan-searing.

How to Use:

Rub generously on proteins or vegetables before cooking. For a classic blackened crust, cook over high heat.

Yield (2 oz pack): \approx 22 servings.

Perfect For: Grilled chicken, shrimp, fish, roasted vegetables, or plant-based proteins.



Frankly Tasty:

We fill your cabinet, so you don't need anything else



Why we're different.

Frankly Tasty was born in a real kitchen, by a chef who wrestled daily with flavor, standardization, time pressure, and nutrition. Instead of compromising, he turned that struggle into a solution: clean, chef-designed blends that make great food fast and consistent for real people.

Made by someone who understands your needs and meets them, our curated set replaces a cluttered spice rack with a system that simply works: simple ratios, forgiving recipes, and restaurant-level results at home.

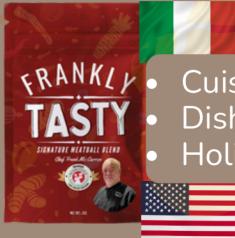
We fill your cabinet so you don't need anything else, solving both taste problems and cooking problems with one confidence-boosting kit.



Multicultural by design



- Cuisine: Mexican / Spanish
- Dishes: tacos, rice with beans, papas bravas
- Holiday hook: Cinco de Mayo taco bar in minutes



- Cuisine: Italian-American
- Dishes: meatballs, patties, stuffed peppers,
- Holiday hook: Game Day, Super Bowl sliders.





- Cuisine: Universal / Everyday
- Dishes: fried fish, crispy fries, eggs, veggies
- Holiday hook: Memorial Day & Labor Day cookouts, instant upgrade for fried fish, sides, and picnic classics.

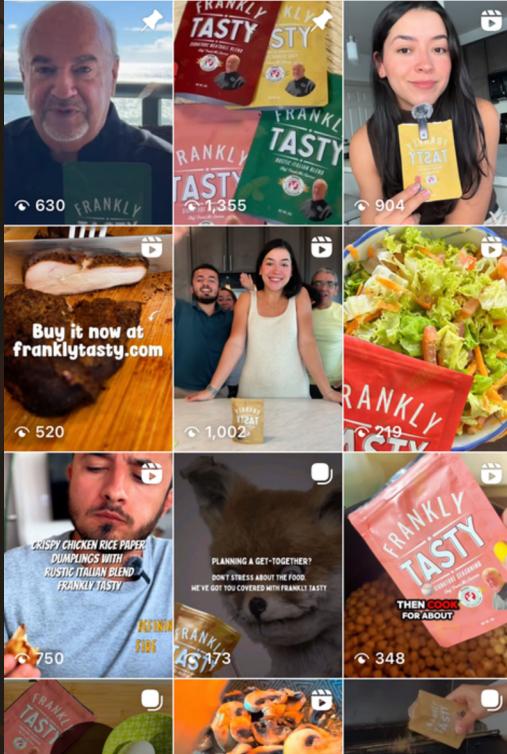


- Cuisine: Italian-leaning / Universal
- Dishes: marinades, dressings, garlic bread, quick sautés
- Holiday hook: Friendsgiving & Thanksgiving sides—one shake = gourmet garlic everything.

Built for confidence (and chef-tasting dishes)

Most people don't realize how simple Frankly Tasty makes the cooking process. Start with "1 Tbsp blend + 1 Tbsp water" (for hydratable blends), then cook.

That's it. **The "Aha!" moment** hits fast, bold flavor, consistent results, and the kind of positive feedback that makes you want to cook again tomorrow. You'll feel the flexibility, ease of use, and value in every dish.



Field-tested where it matters

Our spices are tested in commercial kitchens by Executive Chefs and in home kitchens by moms across the country. The brief? "Make it delicious, repeatable, and weeknight-fast." Frankly Tasty passed, with plates cleaned and seconds requested.

Let's address the spice aisle elephant

Spices are everywhere. A few have real value; many are confusing, flashy names, random pricing. Here's what most folks don't see:

Cheap often means compromised. Many low-cost blends rely on heavy salt and unnecessary additives: **that's how they get the price down.**

Cute names ≠ useful cooking. If the first jar didn't produce an "Aha!" moment, it becomes a one-time impulse buy.

Proof is on the plate. With FT, **the "Aha!"** happens immediately, across all six blends, delicious food now, plus lasting benefits: flexibility, speed, crowd-pleasing results, and serious value per serving.

And here's what most people come to realize with Frankly Tasty:

These are top-shelf, herb-forward blends, truly wholesome compared to much of the aisle.

They simplify your weeknights without sacrificing flavor. Using Frankly Tasty for "almost everything you cook" often lowers cost per serving **because you waste less and nail it the first time.**

You really don't need many other spices in the kitchen—because you don't need much of anything else. **Our six blends cover ~90% of everyday cooking needs. The rest of the market can keep the last 10%.**



- Cuisine: Universal / Everyday
- Dishes: fried fish, crispy fries, eggs, veggies
- Holiday hook: Memorial Day & Labor Day cookouts, instant upgrade for fried fish, sides, and picnic classics.

- Cuisine: Cajun / Southern BBQ
- Dishes: blackened fish/chicken, grilled ribs
- Holiday hook: Fourth of July, rub on burgers and steaks



- Cuisine: Italian-leaning / Universal
- Dishes: marinades, dressings, garlic bread, quick sautés
- Holiday hook: Friendsgiving & Thanksgiving sides—one shake = gourmet garlic everything.



Ready to feel the “Aha!”?
Build your Culinary Confidence Kit (pick any 6).
We’ll fill your cabinet, so you don’t need
anything else.



FRANKLY **TASTY**

Authentic Flavor
Made Simple.



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