

WHY WE USE NITRATES

A simple explanation of our traditional curing process

When you enjoy our bacon, ham, or other smoked and cured meats, you may notice **nitrates and/or nitrites** listed as part of the curing process. We know these words can raise questions, so we want to explain why we use them.

SAFETY FIRST

Nitrates and nitrites have been used in meat curing for generations. The USDA has recognized the use of nitrite in cured meats since **1925**.

One of their most important purposes is helping control the growth of **Clostridium botulinum**, the bacteria that can produce the toxin responsible for botulism. Nitrite works together with other important preservation steps—including salt, refrigeration, proper handling, and smoking—to create multiple layers of food safety.

For us, curing isn't simply about flavor—it's an important part of producing a properly preserved product.

IT'S USED IN A CONTROLLED AMOUNT

Nitrates and nitrites are **not the primary ingredient in our curing solution**. They are used in carefully controlled amounts as part of a larger curing formulation.

Our curing process relies on a combination of ingredients and procedures, including salt, curing agents, refrigeration, handling, and smoking.

More is not better. The goal is to use the appropriate amount for a properly controlled cure.

WHY DOES CURED MEAT LOOK PINK?

The familiar pink color of bacon and ham is one of the results of the curing process.

Nitrite contributes to the characteristic color, flavor, and appearance we associate with traditionally cured meats. Without the curing reaction, pork can have a much grayer appearance.

Color alone, however, is not an indicator of whether meat is safe.

WHAT ABOUT "NITRATE-FREE" OR "UNCURED" MEATS?

You may see bacon and ham labeled "**nitrate-free**" or "**uncured**." These products can use different curing methods, including naturally occurring sources of nitrate or nitrite.

We choose our traditional curing method because it provides a **consistent, controlled cure** and the traditional flavor, color, and preservation characteristics we expect from quality bacon and ham.

WHY WE CHOOSE THIS PROCESS

PROTECT — Provides an important food-safety hurdle against *C. botulinum* and other microorganisms.

PRESERVE — Helps maintain the quality and stability of cured meats.

PRODUCE — Creates the familiar flavor, color, and characteristics of traditionally cured bacon and ham.

CONTROL — Allows us to follow a consistent, carefully measured curing process.

OUR PROMISE

We don't use nitrates or nitrites simply because "that's how it's always been done." **We use them because they serve an important purpose in a carefully controlled curing process.**

We don't make medical or nutritional claims about our products. We simply believe our customers deserve straightforward information about **how their food is made and why we use the ingredients we do.**

TRADITIONAL METHODS • CAREFUL PROCESSING • FOOD SAFETY FIRST

Broad Brook Beef & Pork

Pasture Raised. Connecticut Grown.