

# epicurious

## TASTE TEST: KETCHUP

*After a blind taste test of 20 ketchup brands, we found one we would eat on just about anything – plus four other worthy choices*  
By Carolina Santos-Neves

<http://www.epicurious.com/articlesguides/everydaycooking/family/ketchuptastetest>



According to the folks at the Eighth World Tomato Congress held in Toronto, Canada, approximately 35.8 million tons of ketchup were consumed worldwide in 2008. An Epicurious taste test designed to find the best brand of this wildly popular condiment yielded surprising results.

In our search for a favorite, we knew we wanted a smooth and full-bodied ketchup (to delicately embrace fries) but not an overly viscous one. It also must have a good balance of sweet, sour, and salty flavors. To find this ideal ketchup, we tasted 20 different varieties, all available at supermarkets or online. The products included those marketed as organic, kosher, no-salt, reduced-sugar, 1-carb, sugar-/calorie-free, unsweetened, and/or sweetened with agave. Yes, we included the top two brand-name sellers, Heinz and Hunt's, as well as lesser-known and private label brands.\*

Methodology: In a blind taste test, six judges compared the appearance, flavor, and consistency of the ketchups (judges tasted the ketchups both on bland water crackers and on French fries). They then ranked them according to the standard Epicurious four-fork rating system (four being highest). One Epi Top Pick emerged from the group, earning a four-fork rating. Four others garnered recognition in their specific subcategories.

### **Best Organic Tomato Ketchup**

*Eight of the ketchups we tested were marketed as organic.*

### **Winner: Organicville (\$5.29 per 24 oz. bottle)**

This ketchup's appeal is based on a natural and fresh looking appearance. "Its matte, nonreflective finish makes this one look like a dollop of puréed tomatoes," noticed one taster. "It looks and tastes healthy," said another.