

FANCY FOOD & CULINARY PRODUCTS

THE GOURMET PRODUCTS MAGAZINE FOR RETAILERS



Wildly Delicious

Mississippi Cheese Straw Factory Inc.



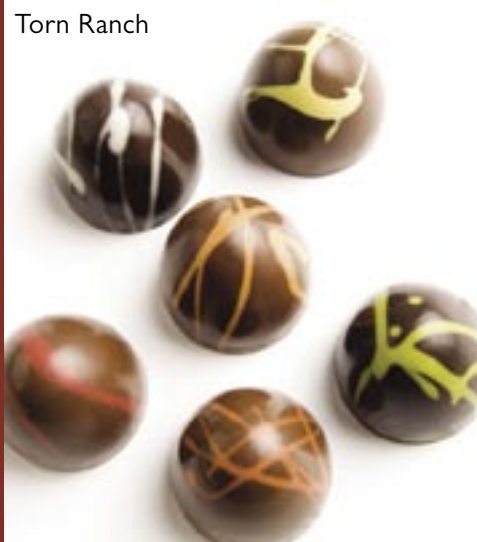
Flathau's Fine Foods



Mud Pie



Made in Napa Valley



Torn Ranch

National Honey Board



Denby USA Ltd.

Talisman Designs



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Shake It Up on the Grill

By Stephanie Hunsberger

In part two of our two-part grilling series, we'll show you a variety of seasonings, rubs and dry glazes that will leave you ready to fire up the 'cue. From exciting new international flavor profiles to good ol' American barbecue blends, these rubs and spices work on the grill and off to accommodate everyone from the backyard newbies to the — dare we say — seasoned griller.

Instant Gourmet

727/944-3226 or www.instantgourmetspices.com

Great Grill Rub/Seasoning: Butter Blast

What makes it great: A blend of garlic, spices and butter flavoring adds a delicious buttery flavor that is 100-percent fat free. The Butter Blast is great for fish and veggies on the grill, but can be used year-round in everyday cooking, too.

Other great products: The Original, a unique blend of spices that Owner Phil LaMarche created when he realized he had too many spice bottles in his kitchen. The blend enhances savory food from vegetables and soup to steaks and poultry.

Background info: LaMarche discovered his love for cooking as a child while cooking with his father, who was an excellent home chef. Once Phil started cooking for himself, he began to experiment and cooking quickly became one of his favorite hobbies. After the Original seasoning blend caught on, Phil and his wife Diane launched other seasoning flavors, including Caribbean Isles, Grande Southwest, Rustic Italiano, Awake-A-Steak, and of course, Butter Blast.

Thinking forward to their next product, the LaMarches are closely monitoring the market for trends and to establish what the home chef really needs. "The Instant Gourmet line specializes in making cooking easier, along with making foods flavorful," says LaMarche. "We are currently researching the gaps in home cooking and where Instant Gourmet can step in."



Paula Deen Collection

800/831-1828 or www.thepeanutshop.com

Great Grill Rub/Seasoning: Southern Spice Blend

What makes it great: This Southern-style blend of spices includes cumin and chili powder for a bit of a kick, and coriander and cinnamon to round out the flavor. The not-too-spicy rub is perfect to liven up pork and spare ribs.

Other great products: The Paula Deen Collection of spices and seasonings include Steak Seasoning, Butt Massage, Sweet Italian Herb Blend, House Seasoning, Creole Pepper Blend, Paprika Spice Blend and others.

Background info: A long-time customer of Smithfield Foods' The Peanut Shop of Williamsburg, Paula Deen decided to join up with the company to produce a custom-blended line of seasonings, sauces, dressings and mixes. Deen works closely with experts at Smithfield to recreate her personal spice and seasoning blends for the home chef. Now consumers can bring the Food Network maven into their own kitchens, not only with the gourmet line of pantry products, but also with the many recipes and applications she features on her website, www.pauladeen.com. The website features recipes like Southern Fried Chicken, Creamy Macaroni and Cheese, and Baked French Toast Casserole.



Outback Spirit

917/855-2016 or www.robins.net.au

Great Grill Rub/Seasoning: Lemon Myrtle Coconut & Chili Seasoning Sprinkler

What makes it great: "The fragrant lemon myrtle herb gives this sprinkle a delightful lemongrass/lime/lemon flavor, which is beautiful and highly fragrant," says Juleigh Robins, a director at Outback Spirit. The lemon myrtle herb comes from a leaf from a rainforest tree that is native to Australia.

Other great products: Seasoning Sprinkles also come in Wild Herb Roasted Garlic and Mountain Pepper Wasabi. Outback Spirit also offers dry marinades in Lemon Myrtle Chili and Mango Native Mint. "The Dry Marinades are quite different," says Robins. "This product is a fine powder redolent of the native herbs it features." As the dry marinade sits on the meat, the natural moisture content will rehydrate the dry marinade, which then becomes a glaze as it cooks.



Background info: The Outback Spirit mission is to bring Indigenous foods to the forefront of sophisticated palates. The company works closely with Indigenous Australian Foods Ltd., a not-for-profit organization established by Aboriginal people and communities in 2001. The IAF stamp of approval guarantees that the products contain authentic Australian ingredients, are made with integrity in partnership with Aboriginal enterprises, and other fair trade stipulations. Every Outback Spirit product carries an IAF endorsement logo, "And on most of our products we acknowledge the IAF and its members and identify where the native ingredients come from," says Robins. "The infused salts and sprinkles only carry the logo because of space issues [on the label]."

The Seasoning Sprinkles are made from native herbs combined with seeds and spices to form a textured seasoning that is great as a sprinkle on salads, over vegetables before baking or roasting, or as a crust for meat. "They've been developed as a convenient and consumer-friendly way for consumers to try our fabulous native flavors," says Robins. "Sometimes presenting the pure herbs to consumers is a little daunting, as the herbs are unfamiliar. Putting them into a sprinkle allows the consumer to try the unique flavors in a form that is easy to use, convenient and versatile."