

The Outlander Review

Spice Collection 2
Check out our new spice collection. A great gift for that special someone!

Outlander Cookbook 2
Outlander Cooking is now available! Order yours today!

Chile Peppers 3
How hot is hot? Check out our list of commonly used peppers!

Recipe of the Month 4
Chicken stuffed with spices. Your family will love it!

New Locations 5
Four new locations are now open. Check to see if they are in your area!

From the President 5
What's new at Outlander Spices.

Spice Tips 5
Do your spices lose their flavor faster than you think they should? Check out our helpful spice tips.

Spices of the month

Bay Leaves

Bay leaves come in many varieties. The popular American variety, *laurus nobilis*, also known as sweet bay and laurel, is a kitchen staple used widely to flavor meats, soups, stews, gravies, and vegetable dishes. The elliptical leaves are green, glossy, and generally grow to about 3 inches in length.

By themselves, bay leaves are very bitter and hard to chew. Rarely will you find them as the main flavor in a dish. Instead, bay leaves are typically used with other spices to bring flavors together, give depth, and add richness to many types of cooking. You can add them to fish dishes, meats, vegetables, soups, stews, marinades, and sauces, even custards. The key to getting the most out of bay leaves is to always use them sparingly. A little goes a long way!

One of the most flavorful uses for Bay leaves is in the classic herb combination Bouquet Garni, with



parsley and thyme. Traditionally, these fresh herbs are tied together, added to a dish, allowed to simmer, and then lifted out at the end of cooking. Dried herbs can be substituted and tied in a bit of cheesecloth. Add other herbs as the nature of the dish and your whims dictate. Try adding lemon, sage, and tarragon with chicken; rosemary and mint with lamb; green peppercorns, orange, and savory to beef. Old, dried leaves tend to lose their flavor, so be sure to replenish your supply often.

Cilantro/Coriander

What many people don't realize is that cilantro is actually the leaf of the young coriander

(Continued on page 3)



Outlander Spice Collection

Need a great way to start a collection of spices for either yourself or someone you know? Check out our new Outlander Spice Collection on sale now through the end of the year.

The set includes:

- 10 commonly-used spices such as oregano, basil, bay leaves, and cinnamon. We've also included some of our personal favorites, such as cardamom, cumin, and star anise.
- Two stackable storage trays
- Quick reference sheet with tips using spices
- Spice it Up, a 24 page recipe book

If you would like Southwestern or Asian cooking, you might also like our Deluxe or Complete Collections. The Deluxe collection includes your choice of

either five spices for Southwestern cooking, or five spices for Asian cooking. With our Complete Collection, you get them all.

The Outlander Spice Collection makes the perfect gift for those hard-to-shop-for relatives and friends. With the mouth-watering spices and the quick reference sheet, it's a unique way to let those you care about improve their culinary concoctions. Order yours today on our website.

Collection	Includes	Price
Basic	10 common spices plus trays, quick reference, and recipe book	\$39.95
Deluxe	Basic set plus your choice of 5 Southwestern or 5 Asian spices	\$49.95
Complete	Basic set, 5 Southwestern spices, and 5 Asian spices	\$59.95

Cooking with Outlander

Outlander Spices is proud to present our new cookbook for this year. The cookbook, titled Outlander Cooking, not only contains hundreds of great recipes, but is also a guide for incorporating our spices into your everyday cooking.

Outlander Cooking contains useful sidebars on special topics, such as "The Best Basils" and "Using Thyme Wisely" together with many lists grouping spices for different uses.

The cookbook contains sugges-

tions and recipes for just about every spice we sell. We take those classic dishes you most love and freshen them up with new ingredients and combinations of flavors. Each new idea or technique in the book is accompanied with full color pictures and easy-to-follow instructions.



Our new cookbook

Outlander Cooking also contains a large assortment of specialty recipes sent in to us from readers all over the country.

I love Outlander Cooking! It's simple to use, and it's extremely helpful in making my everyday

cooking seem gourmet! - Ann Salinksy, Thurmont, PA

There are recipes for parsley jelly, salad dressings, and a wide variety of sauces and gravies. For appetizers, there are numerous dips, pates, breads, and caviar, as well as a number of excellent main courses of beef, pork, turkey, and quail. All dishes are for home cooks who want food that is both good and healthy.

Whether you want to simply spice up your everyday meals, or go beyond the usual, it's all here. This is an excellent resource we guarantee you will turn to again and again. Purchase yours today online!

(Continued from page 1)

plant. Coriander, or *coriandrum sativum*, is a herb in the parsley family, similar to anise. It is typically grown in California, although its origins trace back to the southern Mediterranean.

Chinese, Thai, and Indonesian cuisines are well known for their use of both cilantro and coriander. Chopped, the leaves, and the more pungent roots, add zest to most Thai curries, and the ground coriander seeds also give depth to the flavors. India curry powders owe a lot of their aromatic, citrus quality to ground coriander. The Chinese, quite accurately, call cilantro “fragrant greens,” adding it to stir fries and sauces to enliven them and add a fresh, pungent taste. The whole plant, roots and all, is often boiled and

eaten as a vegetable. Many dishes, even if they don’t list cilantro as one of the ingredients, will call for it as a garnish to give the food a more appealing look.

Cilantro is also a perfect addition to Mexican dishes. It makes a great addition to salsas and bean dips. Mix crushed cilantro into sour cream and use it as a topping for chili, tacos, or enchiladas. Sprinkle cilantro over stir-fried vegetables for color and Asian flavor. Add cilantro to sesame ginger dressing when making Chinese chicken salad.

Before it is used, cilantro should be crushed, either by hand or with a mortar and pestle. Cilantro’s taste is a fragrant mix of parsley and citrus. When cooking with cilantro, add it at the very end, as overcooking can muddy the taste.

Cooking with Chile Peppers

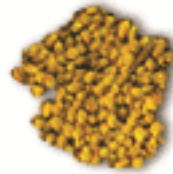
Ever wonder just how hot certain chile peppers are? Or what foods are most commonly prepared with them? In 1912, a chemist by the name of Wilbur Scoville developed a method to measure the heat level of chile peppers that is still commonly-used today.

The pungency, or heat factor, of chile peppers is caused by the amount of Capsaicin they contain. Scoville developed a subjective taste procedure by mixing ground chiles with sugar water, and using a panel of testers to repeatedly sip the solutions until they were diluted enough that the liquid no longer burned their mouths. His system rates chiles in multiples of 100 units. Below is a list of commonly-used chile peppers, their Scoville heat rating, and some common ways they are used in cooking.

Pepper	Heat Range	Uses
Sweet Bell	0	Green salads, pasta salads, sandwiches, stuffed peppers, shish kabob
Pepperoncini	100~500	Pickled, on Italian salads or eaten as a snack
Santa Fe Grande	500~750	Roasted, pickled, in hot sauces, stuffed
Coronado	700~1000	Almost always used dried, in sauces and moles
Espanola	1000~2000	Chiles relleños or chili powder
NuMex Big Jim	500~2500	Dried, as flavoring in Mexican dishes including soups, stews, sauces
Jalapeno	2500~8000	Canned, dried for chipotle sauce, used in many Mexican dishes
Chipolte	5000~8000	Dried, in salsas and other hot dishes
Cayenne	30,000~50,000	In Indian cooking, chutneys, salads, garnishes, curries, other very hot dishes
Habanero	100,000~325,000	Salsa, other sauces. If you're used to eating hot peppers, these are sweet under the heat, with a plum tomato/apple flavor



Spicy Buzzard Wings



Ingredients

- 2 tbsp. paprika
- 1 tbsp. caraway seeds, crushed
- 1 tbsp. dried onion flakes, crushed
- 1 tbsp. dry mustard
- 1 1/2 tsp. dried thyme leaves
- 1 1/2 tsp. salt
- 3/4 tsp. ground red pepper
- 3 lb. chicken wings (about 18)

Method

- Preheat oven to 425 degrees.
- In a bowl, mix paprika, caraway seeds, onion flakes, dry mustard, thyme leaves, salt, and ground red pepper.
- With hands, lightly pat paprika mixture on chicken wings.
- Brush chicken wings with Buzzard's Best Hot Wing Sauce.
- Place chicken wings in a large baking dish.
- Bake 30 minutes or until chicken wings are fork-tender.
- Place chicken wings on platter. Garnish with celery.



"I hope you enjoy this month's recipe. It's our family's favorite!"

—Stephanie Green

Four New Locations

After a very successful year with our east coast retail stores, Outlander Spices is proud to announce the grand opening of four new stores out West! Until now, our west coast shoppers could only order items online, but the strategically placed new stores will offer shoppers direct access to our many fine products.

The new stores, located in Seattle, Portland, Reno, and Santa Barbara, sell our full line of products, and provide in-house cooking classes taught by some of the most well-known chefs in the business. The Portland and Santa Barbara locations also include our world-renowned Outlander Cafe. The cafes, which maintain both lunch and dinner hours, provide a full menu of mouth-watering entrees, many of which we recommend in our cookbooks. If you're in the area, check us out!

Note from the President

As president of Outlander Spices, I would like to thank you, our customer, for your support. We strive to provide you with the highest quality spices on the market today, and to be your number one resource for exciting and inspiring cooking advice.

With our new website and publications such as this newsletter, we offer helpful recipes, cooking tips, and cooking products to make preparing food a much more fulfilling experience. We know we're making a difference based on the positive feedback we've received!

Outlander Spices has been great for my restaurant! Our customers love our new recipes and keep coming back. Thanks! – Bob Gardner, Phila., PA

I love to cook, but often felt like I was using spices incorrectly. Thanks to your newsletter, I'm always assured the foods I cook taste great! Thanks Outlander Spices! – Jan Salinsky, Dayton, OH

Reaching out to every kitchen—that's Outlander Spices!

Spice tips



Store spices in a cool, dark place. Humidity, light, and heat will cause herbs and spices to lose their flavor more quickly. Although the most convenient place for your spice rack may be above your stove, moving your spices to a



As a general rule, herbs and ground spices will retain their best flavors for a year. Whole spices may last for 3 to 5 years. Proper storage will result in longer freshness times.



When possible, grind whole spices in a grinder or mortar & pestle just prior to using. Toasting whole spices in a dry skillet over medium heat before grinding will bring out even more flavor. Be careful not to burn them!



Because the refrigerator is a humid environment, you shouldn't refrigerate herbs and spices. To keep large quantities of spices fresh, store them in the freezer in tightly sealed containers.

