

## Gourmet Herbs & Spices

Consumption of spices and seasonings in North America is at an all-time high. In fact, spice consumption in North America has increased by 50 percent in the past decade. We are not only using spices more frequently and in greater volume, but in a much wider variety; approximately 28 spices are used in the average North American home.

Watkins was a pioneer in spices and seasonings in the late 1800s, and by the turn of the century had acquired a national reputation for quality. Today, our spice line has grown and diversified to accommodate a growing appetite for spices, while retaining the same high quality.

### Product Listing

- Article No. 1920 Allspice (41 g/1.4 oz.)
- Article No. 1921 Basil (13 g/.5 oz.)
- Article No. 1922 Bay Leaves (4 g/.1 oz.)
- Article No. 1950 Caraway Seed (45 g/1.5 oz.)
- Article No. 1923 Cayenne Pepper (33 g/1.2 oz.)
- Article No. 1924 Celery Seed (42 g/1.5 oz.)
- Article No. 1949 Chili Powder (49 g/1.7 oz.)
- Article No. 1925 Cilantro (11 g/.4 oz.)
- Article No. 1926 Cinnamon (48 g/1.7 oz.)
- Article No. 1927 Cloves, Ground (43 g/1.5 oz.)
- Article No. 1955 Cloves, Whole (43 g/1.5 oz.)
- Article No. 1928 Cumin (41 g/1.4 oz.)
- Article No. 1929 Dill (15 g/.5 oz.)
- Article No. 1930 Garlic Flakes (58 g/2 oz.)
- Article No. 1931 Garlic Granules (55 g/1.9 oz.)
- Article No. 1932 Ginger (36 g/1.3 oz.)
- Article No. 1933 Lemon Peel (32 g/1.1 oz.)
- Article No. 1934 Marjoram (10 g/.4 oz.)
- Article No. 1935 Minced Green Onion (12 g/.4 oz.)
- Article No. 1936 Dry Mustard (35 g/1.2 oz.)
- Article No. 1937 Nutmeg (40 g/1.4 oz.)
- Article No. 1938 Onion Flakes (40 g/1.4 oz.)
- Article No. 1939 Onion Granules (45 g/1.6 oz.)
- Article No. 1940 Orange Peel (35 g/1.2 oz.)
- Article No. 1941 Oregano (14 g/.5 oz.)
- Article No. 1942 Paprika (43 g/1.5 oz.)
- Article No. 1943 Parsley (6 g/.2 oz.)
- Article No. 1953 Poppy Seed (54 g/1.9 oz.)
- Article No. 1944 Red Pepper Flakes (29 g/1 oz.)
- Article No. 1945 Rosemary (14 g/.5 oz.)
- Article No. 1946 Sage (13 g/.5 oz.)
- Article No. 1954 Sesame Seed (50 g/1.7 oz.)
- Article No. 1947 Tarragon (12 g/.4 oz.)
- Article No. 1948 Thyme (18 g/.6 oz.)



### Why Watkins?

- **Quality raw materials:** We buy the pick of the world's herb and spice crop—each selected from the best growing region.
- **Skillful preparation:** All spices contain volatile flavoring oils. If care is not exercised during grinding or granulation, it is possible for enough heat to be generated to evaporate these oils, and result in an inferior product.
- **Strict quality control:** We select our spices for taste, color, and appearance; then more thorough tests are made to further determine the quality. One of these tests involves oil content.

This oil, known as the “essential oil,” is a good measure of flavor and quality. Our cinnamon, for example, has 3 to 3.5% essential oil; many others on the market have 1 to 2%, and inferior brands as low as .5%. Further quality control checks are made to insure that none of the raw material quality has been lost. After the spices are processed, they are bottled in glass or tins to preserve quality (many of the spices' essential oils are not compatible with plastic).

- **Certified Kosher**

## Spice And Seasoning Guide

### All-Purpose Seasoning (blend)

Replace salt in your shaker with this all-natural blend of herbs and spices; no salt substitutes. Contains 0 mg sodium/6 mg potassium per 1/4 tsp/1.2 mL.

### Allspice (Jamaica)

The dried berries of an evergreen tree growing in Jamaica, Mexico, Guatemala and Honduras. It takes its name from its flavor, which is said to be a combination of cloves, nutmeg, cinnamon and pepper. Excellent in baking or in Caribbean or Middle Eastern meat dishes; also great in puddings, baked fruits, cakes, cranberries, barbecue and brown sauces, cooked vegetables, cookies, pickles and relishes.

### Apple Bake Seasoning (blend)

A well-balanced blend of “sweet” spices for apple-based desserts and more. Add to apple sauce and in your recipe for apple pie, apple crisp, and cobbler. Also excellent along with Curry Powder in Indian and North African dishes.

### Basil (California)

Basil’s light licorice/clove/mint-like taste is important in most areas of the Mediterranean, but it is also highly prized in Thailand, where a similar variety is called “holy basil.” Blends well with all other herbs. Use in all Italian and tomato dishes, scrambled eggs, soufflés, omelets, Welsh rarebits, roast beef, pork or veal, meat pies, casseroles, and stews, herb stuffings, vegetable juices, seafood cocktails, tomato, orange, or butter sauces, French and Russian dressings.

### Bay Leaves (Turkey, Greece)

The leaves of the bay laurel tree. The main sources are California and Turkey. Watkins uses Turkish bay leaves (also grown in surrounding countries), generally considered to be more flavorful than the larger California variety. Essential for soups, stews, poaching liquids, casseroles and sauces.

### Beef Jerky Seasoning (blend)

The classic snack is made in a snap. Simple directions printed on the label. Works equally well for venison!

### Black Pepper (and white pepper)

(India, Indonesia)

The most important spice in history; used in virtually every cuisine in the world. At Watkins, we use several varieties of peppercorns for various attrib-

utes: Indian Malabar and Indonesian Lampung for their strong flavor, which holds up well through granulating; Indian Tellicherry for its milder, toasty flavor considered the best for grinding fresh in a peppermill; and Indonesian Muntok, grown exclusively for making the world’s finest white pepper.

Use black pepper to season an enormous variety of dishes—keep at the table as a universal seasoning. Excellent for all meats, vegetables, grains and salads, and adds a unique sensation to sweet dishes like spice cake, spice cookies, mincemeat and pumpkin pies.

White pepper is slightly hotter and less balanced, and is preferred in Chinese and some French cooking, as well as in white sauces and soups where specks of black pepper are undesirable.

### Cayenne Pepper (China, India, Mexico, Pakistan)

Unlike black or white pepper, Cayenne (or Red) Pepper comes from chile peppers, or capsicums. Prepared from one of the hottest chile pods, it is always a ground product. Its ancestral home was Cayenne, in South America, but the hottest cayenne peppers are now grown in Africa and Asia.

Use in Italian and Mexican dishes, curries, deviled eggs, seafood, cottage and cream cheeses, cooked green vegetables, Welsh rarebit, cheese soufflés, many meats and sauces. In Cajun cooking, it is frequently blended with black and white pepper to make an “all-purpose pepper.”

### Celery Seed (France, India, United States)

The dried seed of a member of the parsley family called smallage or wild celery; produces a more pronounced flavor than fresh celery.

Use in stews, egg dishes, sandwich spreads, cooked vegetables, grilled tomatoes, oyster and fish stews, hot and cold cream soups, sauces, gravies, salad dressings, marinades, stuffings, tomato juice, potato salad.

### Chicken Seasoning (blend)

An all-purpose blend of eleven herbs and spices.

Pan-fried chicken: sprinkle 2 teaspoons per pound over chicken before flouring and browning.

Grilled chicken: sprinkle 2 teaspoons per pound over pieces and grill. Add to melted butter in basting sauce.

Oven-fried chicken: 1 teaspoon per one half cup corn flake crumbs. Dip chicken in milk, roll in crumbs and bake.

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**Chili Powder** (blend)

Although many associate this product with Mexican cooking, chili powder originated in Texas for use in chile con carne. A salt-free, balanced blend of ground mild chile peppers, cumin, garlic and oregano.

Use in chili, Mexican dishes, eggs, omelets, sauces, soups, cottage cheese, rice, meat, fish, cocktail sauce, gravies, stews, vegetables.

**Chili Seasoning** (blend)

The perfect blend of chili powder and other herbs and spices makes a great pot of chili every time, with just one seasoning to measure.

**Cilantro** (Mexico, California)

The leaves of the coriander plant, cilantro is also known as “Mexican parsley” or “Chinese parsley.” Its flavor is totally different from the seeds, which are used as a spice, mostly in curry powders. Cilantro is a popular flavoring herb and garnish essential to salsas, Latin, Indian, Middle Eastern and Asian dishes; great in vegetable dishes, with meats and fish, and most tomato dishes.

**Cinnamon** (Indonesia)

*Cinnamomum cassia*, grown primarily in China and southeast Asia, has a characteristically intense aroma and much more flavor than Ceylon cinnamon, which is why it is greatly preferred here. The best cassia available today is Korintje, from the Indonesian island of Sumatra.

Use in all types of baked goods, such as pies, cakes, rolls and cookies. Excellent with fruit desserts, especially apples and peaches. Use sparingly in meat, poultry and game dishes, lamb or beef stew, Mexican dishes and mashed sweet potatoes. Also excellent in many savory foods, such as tomato sauce, beef stew, chili and Mexican dishes, and curries.

**Coleslaw Seasoning** (blend)

The perfect blend of flavors to make a classic coleslaw! Recipe on label.

**Cloves** (Madagascar, Zanzibar, Indonesia)

The name for this spice comes from the Latin *clavus*, meaning “nail,” which is what the whole spice resembles. One of the world’s most aromatic and important spices, cloves originated in the Moluccas, or Spice Islands, and now grow in many tropical maritime locations.

Use in baked goods, confections, liqueurs, pickles, chili sauce, catsup, meats, vegetables, mince-meat, beverages, sauces, marinades, pork roast, green or yellow vegetables, jams, jellies, fruit cakes, pumpkin or fruit pies, marmalades, chutney, pud-

dings.

**Cumin** (Mexico, Turkey, India)

Known in Mexico as *comino*, cumin is indispensable to Mexican and Southwestern cooking, and is widely used in Indian, Middle Eastern, and North African cuisines. It is a primary ingredient of chili powder and curry powder.

Excellent in cheese dishes, with rice and corn dishes such as curries or tamales; use in soups, stews, salad dressings, barbecue sauces, ground meat dishes; also good with sauerkraut, lentils, potatoes, cabbage, and dried beans of all kinds.

**Curry Powder** (blend)

A ground blend of as many as 20 spices, Curry Powder is one of the world’s oldest spice blends. It originated in England, and was designed to give the characteristic flavor of Indian curry cookery, which became popular during the British colonization of India. This explains its popularity in North America.

Use in eggs, deviled eggs, fish, shrimp, parsley, meats, vegetables, rice, French dressing, white sauce, fish chowders, soups, salted nuts, sweet pickles and, of course, curries.

**Deli Salad Seasoning** (blend)

This single seasoning is great for both potato salad and coleslaw! Recipes for both printed on label.

**Dill** (United States)

The bright green leaf of an annual plant related to anise, fennel, cumin and caraway. Like fennel, dill has a great reputation as a digestive herb, and is most popular in the cuisines of Scandinavia, Germany, and Central and Eastern Europe.

Excellent with fish and seafood, in salads, dressings and sandwich fillings; marries well with mustard and lemon.

**Fajita Seasoning Blend** (blend)

This balanced blend makes it easy to create the classic Southwestern dish—just mix, marinate and sauté!

**Fiesta Seasoning** (blend)

A unique seasoning based on an old Central American spice blend. Wonderful for Mexican cooking, as well as Caribbean, Spanish, and other Latin styles.

Use it to season rice and bean dishes, Spanish rice, chicken, meatballs, paella, soups and stews.

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**Five-Spice Powder** (blend)

An ancient blend used extensively in Chinese and Vietnamese cooking; great for chicken, pork, and a variety of stir-fries. Contains Watkins famous Black Pepper and Cinnamon with other spices.

**Garlic (Flakes, Granules)** (California)

Garlic has long been credited with numerous medicinal qualities, such as boosting the immune system. Its reputation for providing strength was the reason it was fed to the Egyptian slaves who built the pyramids.

In the kitchen, it is used in nearly every world cuisine for enhancing most savory dishes, including meat, fowl and seafood, salad dressings, soups, sauces and appetizers.

**Garlic & Chives Seasoning** (blend)

A unique blend of garlic, chives and Romano cheese. Developed mainly for garlic bread, but outstanding in tossed salads, dips, casseroles, stews, salad dressings.

**Garlic & Spice Salad Dressing Blend** (blend)

Just add oil and vinegar to make a zesty vinaigrette for garlic lovers. Vinaigrette can be used as salad dressing, as a marinade for your favorite meat, or for pasta salads and grain salads.

Use seasoning alone as a shake-on or dry rub for grilled meats and vegetables.

**Ginger** (China, India, Jamaica)

The root of a tuberous perennial which flourishes in the tropics. One of the first true Oriental spices to make its way westward from its native southern Asia.

Used primarily for baking in the West, and for savory dishes in the East. Gingerbread, cookies, cakes, pumpkin pie, orange/yellow vegetables, baked, stewed and preserved fruits, applesauce, custard, meats, pickles and preserves, baked beans, Asian stir-fries. Many people put powdered ginger in capsules as a natural remedy for motion sickness.

**Grill Seasoning** (blend)

A blend of salt and spices gives an outdoor flavor to indoor foods. Shake onto all kinds of meats: chicken, ribs, steaks, chops, meatballs, and burgers.

**Ground Beef Seasoning** (blend)

Sixteen savory flavors turn ordinary ground beef into a superb taste treat.

Use in any beef dishes, soups, stews, gravies.

**Italian Salad Dressing Blend**

Add oil and vinegar to make traditional Italian dressing easily. Use vinaigrette as a salad dressing, as a marinade for your favorite meat, or for pasta salads and grain salads.

Use seasoning alone as a shake-on or dry rub for grilled meats and vegetables.

**Italian Seasoning** (blend)

A traditional blend of Italian herbs and spices makes superb spaghetti sauce and main dishes. Add to plain tomato sauce to give authentic flavor to most pasta dishes; also great with meats and vegetables.

**Lemon Peel** (California)

Lemons came westward from India and China over 2,000 years ago. The ancient Greeks valued them for medicine as well as cooking, and lemons remain a favorite there today. Unlike the juice, which is acidic (sour), lemon peel contains the pleasantly bitter essential oil, and lends a totally different flavor.

Add to cakes, puddings, cookies and fruit dishes, as well as in meat sauces and vegetables. Combine with garlic, pepper and parsley to make a delightful condiment for meats and pasta.

**Marjoram** (France, Spain, Egypt, Chile)

This member of the mint family is closely related to oregano; in fact, oregano is a wild version of marjoram. The gentler, sweeter marjoram is preferred in the cuisines of France and parts of Italy, as well as in traditional American dishes like corn chowder.

Excellent with chicken and turkey, stuffings, vegetables, beans and bean soup, corn chowder, and most tomato dishes. Use in place of oregano for a milder taste, or combine with it for balance on pizza or in sauces. Also blends well with basil, thyme, and most Mediterranean herbs.

**Meatloaf Seasoning** (blend)

The ultimate “comfort food” made perfect every time! Just add to ground beef or beef/pork mixture—great in hamburger patties, too.

**Minced Green Onion** (United States)

Made from the crushed green tops of scallions; used in place of chives to impart a more delicate taste than onion flakes.

Use with steaks, chops, roasts, soups, salads, stuffings, stews, casseroles, barbecue sauces, tomato sauces, eggs, marmalades, salad dressings, garnishes.

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**Mustard (Dry)** (Canada, United States)

The ground seed of a plant grown extensively in Canada and the northern U.S. Pale yellow, with a flavor ranging from mildly sharp to pungently hot.

Hot English mustard is made by mixing equal amounts of dry mustard and water. White sauces for macaroni, corn, seafood, potato or egg dishes, salad dressings, butter sauces, omelets, soufflés, meats, gravies, cheese sauces, creamed and stewed oysters, dips, most protein and starchy foods, Chinese hot mustard sauce, deviled eggs, pickles.

**Nutmeg** (Indonesia, Trinidad)

The hard kernel of the peach-like fruit of an evergreen tree native to the Moluccas, or Spice Islands. Watkins selects the seeds from Penang and Singapore because they are the richest in oils and impart an exotic nut-like flavor.

Use in baked goods, eggnogs, custards, cheese, egg, fish and poultry dishes, whipped cream toppings, doughnuts, fruits, spinach and boiled vegetables, cream soups, fruit soups, ice cream, sweet potatoes, hot milk drinks, hot alcoholic drinks, sweet doughs, muffins, coffee cakes, cakes and fruit cakes, frostings, applesauce, crêpes, stewed fruits, beef, ham, and sausages.

**Omelet and Soufflé Seasoning** (blend)

A delightful French-style combination to enhance your favorite egg and/or cheese dishes.

**Onion (Flakes, Granules)** (United States)

A favorite flavoring vegetable for centuries; used in every cuisine in the world. Onions grown for dehydration have been specially developed for high solids and low moisture. Reconstitute flakes in water for texture, or use easily-blended granules in almost any savory dish.

Use with meats, poultry, seafood, salads, vegetables, soups, sauces, omelets, and egg dishes.

**Oregano** (Greece, Italy)

A wild variety of marjoram, although a bit stronger and with a pleasant bitter undertone. Widely used in Greece and Italy, with a stronger, cruder version grown in Mexico.

Best known for its use on pizza; also excellent in pasta sauces, pork, veal, fish, vegetables, dressings, gravies, seafood, poultry, grilled tomatoes and all tomato dishes, white sauces, ground beef and pork, Greek, Italian and Mexican dishes, chili, egg dishes, and salads.

**Paprika** (Spain)

The word paprika is Hungarian for “pepper.” Paprika, like cayenne pepper, is ground from dried red chiles; however, the peppers used for paprika are the mild, sweet pimiento. Watkins uses the legendary *pimentón* of Spain, brilliant red and sweeter than its Hungarian cousin.

Use as a garnish and flavor for creamed foods, such as deviled eggs, mayonnaise dressings, white potatoes, cauliflower, salads, dips, canapes, and chowders. Also used as a main ingredient in Hungarian dishes, such as *paprikás* (paprikash) and *gulyás* (goulash).

**Parsley** (United States)

This delicious, nutritious herb has a refreshing taste that goes extremely well with garlic, onion, lemon, and any herb.

Add to butter sauces for meats, poultry, fish and vegetables, scrambled eggs, stuffings, soups, chowders, salads, and dressings.

**Pickling Spice** (blend)

A traditional blend of whole and broken spices; great for pickling, shrimp boils and chutneys.

**Pizza Seasoning** (blend)

Oregano, fennel, marjoram and other herbs and spices specially blended to deliver classic flavor. Can be mixed with tomato sauce, added to crust mix, sprinkled on top, or added to other dishes to add real “pizza” flavor.

**Potato Salad Seasoning** (blend)

The perfect blend of flavors for a classic potato salad! Recipe on label.

**Poultry Seasoning** (blend)

This exclusive salt-free blend of ten select herbs and spices gives a robust, traditional flavor to poultry and stuffing.

Just mix with plain bread cubes for a delicious dressing for turkey, chicken, Cornish hens, whole fish and pork chops; combine with Watkins Cajun Pepper to make breakfast sausage.

**Pumpkin Pie Spice** (blend)

Traditional spices perfectly blended for pumpkin pie, as well as squash, sweet potatoes, and many spicy baked goods. Great mixed with sugar and sprinkled on toast.

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**Red Pepper Flakes** (China, Africa, India, Mexico, Pakistan)

These crushed dried red chiles, mostly from cayenne-related varieties, are the famous table seasoning in pizzerias. Because they include the seeds, they are very hot.

Use in pickling, chowders, gumbos, pizza and spaghetti sauces, and in making sausage; also excellent for meats, seafood, eggs and egg dishes, soups, cheese dishes, sauces and gravies, vegetables and vegetable juices, curries, creamed dishes, souffles and croquettes.

**Rosemary** (France, Spain, North Africa)

The name “rosemary,” derived from Latin, means “dew of the sea”—appropriate because the herb thrives in the dry climate and salty sea spray of the Mediterranean shores. Its pungent minty/evergreen flavor is a favorite in Italy and Provence, especially in dishes simmered with wine, olive oil and garlic.

At its best with roasted or grilled lamb, pork, poultry and game; also excellent with potatoes and vegetables, stews, marinades and breads. Lends a surprising twist to apple jelly and poached pears.

**Sage** (Albania, Croatia, Greece, Italy)

This Mediterranean herb got its name because of the ancient belief that it strengthened the memory and imparted wisdom. Dalmatian sage, the world’s best variety, comes from the area that is now Albania and Croatia.

Excellent in poultry stuffing, especially with onion; its flavor and digestive properties make it perfect for pork, sausages, goose and other rich meats; also enhances risotto, chowders and tomato sauces.

**Salsa Seasoning Blend** (blend)

Add to chopped fresh tomatoes or tomato sauce and use in place of picante sauce. Quantity added determines heat level.

Add to Mexican, Creole, Indonesian, or Moroccan recipes, or in Italian marinara sauce.

**Seasoning Salt** (blend)

A versatile blend of seasonings and salt. Ideal for table use as well as in preparation of gravies, soups, stews, sauces, beef, fish, chops, lamb, salads, eggs, hot dishes, spaghetti, meat loaf, hamburger, vegetables, casseroles; adds additional flavor wherever salt would be used.

**Soup and Vegetable Seasoning** (blend)

This versatile blend is excellent for soups, vegetables, potatoes, casseroles and sauces.

**Tarragon** (France, United States)

Originally native to Siberia, Tarragon is best known for its use in French cuisine; the very best tarragon is grown in France. Its bittersweet flavor is reminiscent of anise, and it is most widely used as a flavoring for vinegar.

Complements chicken and fish dishes, lobster, beef and lamb, as well as salads and dressings, mustard sauces, and the classic béarnaise sauce.

**Thyme** (France, Spain)

One of the great European culinary herbs, and perhaps our most versatile. Excellent with meat, fish and poultry, tomato dishes, stuffings, stews and sauces, vegetable juice, clam juice, seafood cocktails, cream and cottage cheese spreads, clam and fish chowders, marinades, gravies, vegetables.