

Beet vs. Cane: C&H defines the difference

Celebrating its Sweet Centennial, 100 proud years of producing the highest quality pure cane sugar available, C&H Sugar Company brings its unparalleled tradition and heritage to the science of sugar processing.

Pure cane sugar, which C&H uses exclusively, is refined from sugarcane plants. The first cultivated sugar crop, sugarcane is grown above ground, nurtured in fresh tropical breezes under warm sunshine. However, beet sugar is extracted from beets grown underground as a root crop.

Trace minerals contained in cane sugar that are different from those in beet sugar have been found to be preferable for cooking by many experts. Professional bakers have long noticed that cane sugar has a low melting point, absorbs

fewer extraneous and undesirable odors, blends easily and is less likely to foam up. These are important characteristics when caramelizing a syrup, making a delicate glaze, baking meringue, or simmering a traditional recipe.

According to a leading baking expert, beet sugar can cause problems with many recipes, noting, "It matters in recipes for baked goods like angel food cake. It just isn't right with beet sugar."

In a blind taste test of cane and beet sugars conducted by *The San Francisco Chronicle*, the foods made with cane sugar consistently were found to be preferable.

Sugar Types and Tasks
C&H offers seven different types of sugars

to meet bakers' needs: White Granulated, Baker's Sugar, Golden Brown, Dark Brown, Powdered, Superfine and Washed Raw. Each type of C&H Sugar has different properties, and each enhances the sweetness of recipes in different ways.

For example, C&H Pure Cane Brown Sugar is a natural combination of sugar and molasses, refined without any added colorings, flavorings or coatings. Formed using the traditional method of crystallization, each C&H brown sugar crystal is brown all the way through. It contains its own natural molasses that imparts a rich, sweet, natural flavor and delivers consistent quality even when it melts. In contrast, "brown sugar" extracted from beets begins as white sugar crystals, which are then sprayed

with a brown coating. Often the center of the crystal remains white, and the brown molasses coating can be rubbed off.

To ensure the best possible results, C&H guarantees that every bag of C&H sugar contains only 100% pure cane sugar.

About C&H Sugar Company
Founded in 1906, Crockett, Calif.-based C&H Sugar Company, Inc. (www.chsugar.com) is the leading refiner of pure cane sugars. C&H processes more than 700 tons of cane sugar per year, from which more than 70 types of products are produced. C&H Sugar is celebrating its 100th Anniversary this year. Visit www.c&hsugar.com.

Start Fresh For The Best Holiday Flavor

Friends and family look forward to their favorite holiday recipes, flavors and aromas all year long, so it's the one season people should not leave the quality of their ingredients to chance. Taking stock of basic pantry items before cooking and baking begins is an easy way to help ensure that special recipes taste their best.

While it's second nature to buy fresh seafood, dairy and produce, many people don't know that pantry staples—including flour, chocolate, nuts, and spices—should be checked for freshness as well. In fact, according to a recent Zoomerang survey, 56 percent of people say they don't regularly clean out their pantries.

"People may not realize it, but even spices and herbs lose their taste and effectiveness over time," said Steve Logan, executive chef at McCormick. "These ingredients should be replaced periodically for the best flavor."

So, if that bottle of cinnamon has been on the shelf for as long as you can remember, Chef Logan offers these simple tips for recognizing when it's time to T.O.S.S. (Toss Old Spices Seasonally).

Sight - Check to see that the color of your spices and herbs is vibrant. If the color has faded, chances are the flavor has too.

Smell and Taste - Rub or crush the spice or herb in your hand. If the aroma is weak and flavor is not apparent, it is time to replace it.

To make sure your herbs and spices stay fresh, store them tightly capped and away from heat, moisture and direct sunlight. With proper care, spices and herbs should retain freshness for the following timeframes:

- Ground spices – 2-3 years
- Whole spices – 3-4 years
- Herbs – 1-3 years
- Seasoning blends – 1-2 years
- Extracts – 4 years, except pure vanilla, which lasts indefinitely

Featuring some of the season's favorite flavors, "Chocolate-Drizzled Cinnamon Pecan Bars," are the perfect end to a holiday feast. Guests will be

sure to save room for these delicious cookie bars, which also make great homemade gifts.

For more spice freshness help and recipes, visit www.mccormick.com or call 1-800-MEAL-TIP.

Chocolate-Drizzled Cinnamon Pecan Bars

- 1 cup (2 sticks) butter, softened
- 1 cup sugar
- 1 egg, separated
- 2 cups flour
- 1 tablespoon McCormick® Ground Cinnamon
- 1/2 cup finely chopped pecans
- 1/4 cup semi-sweet chocolate chips
- 1/4 cup white baking chips

BEAT butter and sugar in large bowl with electric mixer on high speed until light and fluffy. Add egg yolk; beat well. Add flour and cinnamon; beat on low speed until well blended. Press dough out evenly into a 1/4-inch thick rectangle on large ungreased baking sheet.

BEAT egg white until foamy. Brush on dough. Sprinkle with nuts; lightly press into dough.

BAKE in preheated 300 degree oven 45 minutes or until lightly browned. Cut into 2 1/2 x 1 1/2 -inch bars while still hot. Remove from baking sheet. Cool completely on wire rack.

MELT chocolate chips in separate bowls as directed on package. Spoon melted chocolate into a plastic sandwich bag, then cut a small piece from one of the bottom corners of the bag. Close the bag tightly, then drizzle the chocolates in a pretty pattern over the bars. Let stand until chocolate is set. Store in an airtight container.

Prep Time: 10 minutes
Cook Time: 45 minutes
Yield: about 3 dozen

Flavor In a Pinch
These quick flavor fixes can help put your recipes back on track.

If Your Recipe Calls For:	You Can Use:
Spices	
1 teaspoon apple pie spice	3/4 teaspoon ground cinnamon plus 1/4 teaspoon ground nutmeg plus 1/8 teaspoon allspice
1 teaspoon pumpkin pie spice	1/2 teaspoon ground cinnamon plus 1/4 teaspoon ground ginger plus 1/8 teaspoon EACH ground cloves and ground nutmeg
1 teaspoon fresh chopped ginger	1/4 teaspoon ground ginger
1 teaspoon poultry seasoning	3/4 teaspoon ground sage plus 1/4 teaspoon ground thyme
1/4 teaspoon ground mace	1/4 teaspoon ground nutmeg
Herbs	
3 teaspoons fresh chopped herb leaves (basil, dill, tarragon, thyme)	1 teaspoon dried leaves (basil, dill, tarragon, thyme)
2 teaspoons fresh chopped herb leaves (sage, rosemary, marjoram, mint, oregano)	1 teaspoon dried leaves (sage, rosemary, marjoram, mint, oregano)
1 teaspoon rubbed sage	1 teaspoon dried sage or 3/4 teaspoon ground sage
bouquet garni	1 tablespoon EACH parsley flakes, tarragon leaves, thyme leaves, and marjoram leaves plus 1 teaspoon oregano leaves plus 1/4 teaspoon rubbed sage. Tie in a double thickness cheesecloth bag; remove before serving.
Garlic & Onion	
1 medium-size clove garlic	1/4 teaspoon garlic powder
1/2 cup chopped onion	3 tablespoons dried minced onion or 2 1/2 teaspoons onion powder
Extracts	
1 1/2 teaspoons anise seed	1 teaspoon anise extract
1 tablespoon anise liqueur	1/2 teaspoon anise extract
1/2 to 1 vanilla bean, split	1 teaspoon pure vanilla extract
1 teaspoon freshly grated lemon peel	1 teaspoon lemon extract
1 teaspoon freshly grated orange peel	1 teaspoon orange extract
1 tablespoon orange liqueur	1 teaspoon orange extract
1 tablespoon amaretto	1/2 teaspoon almond extract
2 tablespoons brandy	1 1/4 teaspoons brandy extract
1 tablespoon dark (gold) rum	1 1/2 teaspoons rum extract
1 tablespoon light rum	1/2 teaspoon rum extract

The taste you trust®

For more helpful hints, visit www.mccormick.com or call 1-800-MEAL-TIP (1-800-632-5847).

Healthy food with flair of flavor

Serving fresh taste is a commitment to flavor, not time, when you use BALL® Simple Creations® mixes. These everyday seasoning mixes give you a jumpstart on healthy and delicious meals in minutes. Just the sort of real food you want to serve your family.

BALL® Simple Creations® mixes save you time in the kitchen while you put genuine fresh taste on the table. Each seasoning mix gets you started with a perfect blend of flavors; then you just add to it for your own signature creations. Try adding the zest and juice of a lime to the Hot Chipotle Salsa mix. Take your taste to the jungle with tropical fruit in a tangy Fiesta Salsa mix. Pickle any kind of produce with the BALL® Simple Creations® pickling seasonings, and add Pickle Crisp® Powder to retain the “snap”. Make some fruity No Cook Freezer Jam and be imaginative in your many uses. BALL® Simple Creations® mixes are the perfect place to start.

Try this modern-day favorite and get two sauces in one. BALL® Simple Creations® Italian-style Marinara is a quick, delicious sauce that's ready to pour over pasta, top Bruschetta or use as a dip for hot breadsticks. With some sautéed onions and garlic, a little cream and, yes, vodka, turn an already delicious taste into a delightful “Easy Vodka Cream Sauce.” You can even make the marinara in advance, then freeze or fresh preserve, so you'll be ready to serve a variety of gourmet dishes at a moment's notice. With BALL® Simple Creations® mixes, you'll discover how fresh taste makes all the difference.

BALL® Simple Creations® mixes are made to fit your lifestyle. Eat it fresh tonight, freeze, or preserve. Capture Freshness™ with BALL® Simple Creations® mixes. For exciting recipes, fresh ideas, or answers to your questions, visit www.freshpreserving.com or call 1-800-240-3340.

Taste of Home Entertaining

Taste of Home Entertaining, Inc., a new party company focused on entertaining as a lifestyle, will be at the vendor expo at this spring's Taste of Home Cooking School. Taste of Home Entertaining is part of The Reader's Digest Association, Inc., the country's leading food and entertaining publisher, and, after just seven months in business, it is the largest and fastest growing party plan company in history.

Taste of Home Entertaining founder Bill Shaw said that the time is right for a direct sales opportunity that focuses on entertaining as a lifestyle. “If you look at the popularity of TV cooking shows and celebrity chefs,” he said, “it makes sense that the next logical step is ‘How do we apply this to our lives?’”

“Most of us don't aspire to be professional chefs, but we do like to entertain our family and friends. Taste of Home Entertaining offers a superior product line balanced between food preparation and food presentation in a way

Easy Vodka Cream Sauce

You will need:
3 cans (28-oz) crushed tomatoes
1-1/2 cups water
1 package (3.1-oz) BALL® Simple Creations® Italian-style Marinara Sauce Mix
2 tablespoons extra virgin olive oil
1/2 cup chopped onion (about 1 small)
1 tablespoon minced garlic (about 2 cloves)
1/2 cup vodka
1/2 cup heavy whipping cream

1.) COMBINE tomatoes, water and contents of package in a medium saucepan.

2.) HEAT to a boil. Cover. Reduce heat and simmer 5 minutes. Remove from heat. Reserve 2 cups. Set aside.

3.) COOL remaining sauce, about 30 minutes. Ladle sauce into clean freezer jars leaving 1/2 inch headspace. Apply lids. Refrigerate up to three weeks or freeze up to one year.

4.) SAUTE onion and garlic in olive oil until soft, about 3 minutes. Add vodka. Cook until reduced by half, about 5 minutes.

5.) ADD marinara sauce and bring to a boil. Reduce heat and simmer 5 minutes. Add cream. Simmer additional 2 minutes. Serve warm over pasta.

If you prefer, you may omit the vodka.

Yield: about 3 cups

never before experienced in the home by consumers.”

At a Taste of Home Entertaining party, consultants share superior quality cooking equipment that brings style to the kitchen and ease to preparation. Beautiful platters, centerpieces, ceramics, candles and more transition the experience from just cooking to entertaining.

Taste of Home Entertaining has created an opportunity that represents so much of what we all want: the ability to really enjoy preparing and sharing food with family and friends, to entertain with ease and confidence and a great, fun and flexible career opportunity.

For more information about hosting a home party, or to learn more about the Taste of Home Entertaining business opportunity, please stop by our booth during the vendor expo and meet our local consultants. You may also visit www.tohe.com for additional information about the company.



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Introducing New C&H Organic Sugar

We May Be 100 Years Old, But We Just Had A New Addition To The Family

Celebrating its Sweet Centennial, one hundred proud years of producing the highest quality pure cane sugar available, C&H Sugar Company brings its unparalleled tradition and heritage to the introduction of its Certified Organic Sugar, the newest in its product line. Organic sugar follows C&H tradition of quality and helps protect the environment.

The organic sugar joins C&H's trusted line of sugar products as a new alternative for consumers, particularly as organic products continue to fill retailers' shelves and become increasingly popular among mainstream consumers.

Highest Organic Standards

C&H Organic Sugar is produced in accordance with the most stringent organic standards, certified organic by Quality Assurance International. It is grown and milled using natural methods to replenish the soil and protect the earth's natural resources for future generations. It is also grown without the use of pesticides and is minimally processed using a special single-crystallization process that preserves the original flavor of the sun-sweetened sugar cane. The result is a sugar with wholesome sweetness that is perfect for cooking, baking, beverages or sprinkling as a topping.

Traditional C&H Quality and Taste

C&H Organic Sugar, with 15 calories per teaspoon, provides consumers an alternative for their traditional sugar needs. With a light blonde color and hint of molasses flavor, C&H Certified Organic Sugar provides a naturally deli-

cious, sweet taste. The organic sugar is an excellent natural energy source that captures the original flavor of the sugar cane. It gives consumers the same top performance and quality in food and recipes as conventional C&H sugars.

C&H Certified Organic Sugar is available at selected retailers in Arizona, California, Colorado, Idaho, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington and Wisconsin.

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Quality Assurance International is a federally recognized, independent, third party certification organization.

Apricot Oatmeal Cookies

- 1/2 cup organic butter, softened
- 1/2 cup organic vegetable shortening
- 2 cups C&H® Organic Granulated Sugar
- 2 large organic or farm fresh eggs
- 1-1/2 teaspoons pure vanilla extract
- 2 cups organic rolled oats, finely ground
- 2 cups organic white or wheat flour
- 1/2 teaspoon salt
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- 1/2 cup organic rolled oats



1-1/2 cups organic dried apricots, coarsely chopped

2 cups organic pecans, walnuts or almonds, chopped

Preheat oven to 375 degrees and place rack in center position.

Beat butter and shortening with sugar until light and fluffy. Add eggs, one at a time, beating well after each addition. Stir in vanilla. Grind oats in a blender or food processor until fine, then combine together with flour, salt,

baking powder and baking soda. Gradually stir flour mixture into butter mixture.

Fold oats, apricots and nuts into batter and drop by heaping tablespoons, about 2 inches apart, onto lightly greased baking sheets. Bake 10-12 minutes, or until golden. Cool 2-3 minutes, then remove to a rack to cool thoroughly before serving. Store in an airtight container at room temperature.

Yield: approx. 4 dozen large cookies.

A Healthy Twist That Starts With Taste

Healthy, fresh foods. It's what everyone wants to serve the family, but not everyone has the time. Now Ball® Simple Creations® mixes make it easy to capture freshness and serve it in delicious dishes your family will love.

Ball® Simple Creations® mixes help you spend less time in the kitchen without sacrificing real food flavor. Each seasoning mix gets you started with great taste. Make the Mild Fiesta Salsa mix with your own favorite additions. Turn the refreshing Italian-style Marinara Sauce mix into a delightful Easy Vodka Cream Sauce. Pickle any kind of produce with the Ball® Simple Creations® pickling seasonings, and add Pickle Crisp® Powder to retain the "snap". Keep some different Freezer Jams on hand to flavor a sauce, embellish a dish, or to feature full fresh-fruit flavor. Ball® Simple Creations® mixes are the perfect place to start.

You'll get great taste along with exceptional health benefits with this "Apple-Berry Pomegranate Freezer Jam." Pomegranate juice is high in toxin-reducing antioxidants, so you enjoy the unique health benefits of pomegranate when you make this one-of-a-kind fresh-fruit sensation. And forget what you think you know about homemade jam. It takes less than 30 min-

utes. You'll like how the real fruit flavor jumps out right away in a Freezer Jam, with less than half the sugar of traditional homemade jam. You can also make it with SPLEN-DA® No Calorie Sweetener, Granular, if you want no sugar at all. Then use your "Apple-Berry Pomegranate Freezer Jam" as a glaze on a pork roast, mixed into a salad dressing, as a spread for bread, or a topping on a cookie. You'll have plenty to store in the fridge or freezer to give those taste buds a burst of real fresh taste at a moment's notice.

Ball® Simple Creations® mixes are made to fit your lifestyle. Eat it fresh tonight, freeze, or preserve. Capture Freshness™ with Ball® Simple Creations® mixes. For exciting recipes, fresh ideas, or answers to your questions, visit www.freshpreserving.com or call 1-800-240-3340.

Apple-Berry Pomegranate Freezer Jam

You will need:

- 1 package (1.59-oz) Ball® Simple Creations® Freezer Jam Fruit Pectin
- 1-1/2 cups sugar
- 4 cups peeled, cored, chopped apples (about 4 large)

1/2 cup pomegranate juice

1 tablespoon lemon juice

1 cup crushed raspberries (about 2 6-oz containers)

1.) STIR sugar and contents of package in a bowl until well blended. Set aside.

2.) COMBINE apples, pomegranate juice and lemon juice in a medium saucepan. Bring to a boil over medium-high heat, stirring occasionally. Cover. Reduce heat and simmer 5 minutes.

3.) CRUSH apples with a potato masher. Allow to cool, about 15 minutes.

4.) ADD apples and raspberries to pectin mixture, stirring just to combine. Continue stirring for 3 minutes.

5.) LADLE jam into clean plastic 8 oz freezer jars to fill line. Twist on lids. Let stand until thickened, about 30 minutes. Serve immediately, refrigerate up to three weeks or freeze up to one year.

Yield: about 5 (8 oz) half pints.

