

# Inspiring, on-trend flavors, perfect for any protein.



## Chipotle Cinnamon Brisket

Serves 4	Serves 24	Ingredients
2 lbs.	12 lbs.	brisket of beef flats
4 Tbsp.	1 ½ cups	<b>Lawry's® Chipotle Cinnamon Rub</b>
1 cup	6 cups	water

Divide the Lawry's® Rub in half. Rub bottom of brisket with half of rub. Turn brisket over and rub topside with other half rub. Allow seasoned brisket to marinate in refrigerator for at least one hour.

Place seasoned brisket on rack in 2" steam table pan. Add water to pan, cover and bake in 300°F oven for 3 hours or until the meat is fork tender.

Yield: 6 oz. portions

**Chef's Tip:** When using full briskets of beef, it's best to divide in two pieces so the rub can penetrate deeper.



### Chipotle Cinnamon Rub

275251.....1/27 oz

**SWEET, SAVORY, SPICY – TO MAKE IT MEMORABLE, JUST RUB IT ON.**

**NO MSG!**



**Smoky Chile & Cumin Rub**  
275252.....1/25 oz



**Asian Ginger, Garlic & Chile Rub**  
275250.....1/22 oz



**Sweet Basil, Citrus & Garlic Rub**  
275245.....1/23 oz

**ROASTING: A TREAT FOR THE SENSES.**

**NO MSG!**



**Roasted Cumin**  
275241.....1/16 oz



**Roasted Curry**  
275242.....1/15.5 oz



**Roasted Ginger**  
275243.....1/14 oz

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# IDEAS FOR MAKING SEAFOOD THE CATCH OF EVERY DAY.

America's new emphasis on healthy eating has made seafood a real lure on menus from coast to coast. Rich in both nutrition and flavor, seafood has a growing wave of customers falling for it—hook, line and sinker.



## REAL KEEPERS: SEAFOOD TRENDS

- Fish was the fastest rising protein in 2008 (*Flavor & The Menu 2009, Technomic Dinner Consumer Trend Report*)
- Seafood is the protein least likely prepared at home by consumers (*Seafood Business 2009*)
- A recent consumer survey found 86% choose seafood because they like the way it tastes, 83% because they believe it is good for them (*Hole Group 2009*)
- Consumers' preferred seafood preparation is baked/broiled, closely followed by grilled (*NPD, Seafood Business 2008*)
- Top entrée flavors for fish in full service restaurants are Lemon, Asian, Spicy, Garlic, Ginger, Pepper, Miso, Wasabi and Cajun (*Technomic 2009*)
- Top Shellfish entrée flavors in full service restaurants are Garlic, Lemon, Spicy, Asian, Coconut, Mustard, Chili, Mexican and Basil (*Technomic 2009*)
- Crab cakes are the #1 specialty seafood entrée ordered in full service restaurants (*NPD Group 2008*)

## BEST SELLING SPECIES IN RESTAURANTS\*

- |                    |             |
|--------------------|-------------|
| 1. Shrimp (Farmed) | 6. Tilapia  |
| 2. Salmon          | 7. Scallops |
| 3. Crab            | 8. Cod      |
| 4. Shrimp (Wild)   | 9. Halibut  |
| 5. Tuna            | 10. Catfish |

\* *Seafood Business 2008*

† Monterey Bay Aquarium offers a pocket guide on sustainable fish for buyers ([montereybayaquarium.org](http://montereybayaquarium.org))

## PREPARING AND PRESENTING SEAFOOD: WHAT'S HOT

- Cedar-Planked Cooking
- Ceviche
- Freshwater Fish
- Fruit & Fish Pairings
- Grilled Fish Sandwiches & Sliders
- Grilling
- Highlighting Source of Fish on Menus
- Smoking
- Sustainable Seafood†
- Whole Fish Presentations

## WHAT'S NEXT WITH SEAFOOD?

Growing scarcity of popular fish species means restaurants will menu less-familiar species more often in the future. Today's salmon may be tomorrow's Barramundi.

NRA's "What's Hot Survey" 2009 reported that 71% of ACF chefs cited Branzino, Arctic Char and Barramundi as the hottest fish.

Ongoing studies predict as many as 5,000 unknown fish species are yet to be discovered. Each "new" fish brings a fresh opportunity for you to define its perfect flavor companion.



# Monterey Seared Shrimp

## Spicy Monterey-Style Marinade

Serves 4	Serves 24	Ingredients
2 Tbsp.	¾ cup	<b>Lawry's® Roasted Garlic &amp; Red Bell Pepper, Monterey Style Seasoning</b> [ 263459.....1/21 oz ]
½ cup	3 cups	lemon juice
1 tsp.	2 Tbsp.	<b>McCormick Culinary<sup>SM</sup> Ground Cayenne Pepper</b> [ 242859.....1/14 oz ]
½ cup	3 cups	olive oil

## Monterey Seared Shrimp

32	192	jumbo shrimp, peeled and deveined
1 Tbsp.	1/3 cup	<b>Lawry's® Roasted Garlic &amp; Red Bell Pepper, Monterey Style Seasoning</b>
¼ cup	1 ½ cups	vegetable oil
7 cups	10 ½ qt.	baby spinach leaves
1 ½ cups	9 cups	red peppers, roasted peeled, seeded, julienned

Large, plump shrimp marinated in a spicy Monterey Style marinade, sprinkled with garlic pepper seasoning, and sautéed in oil. This west coast style sauté includes fresh and healthy red bell pepper and baby spinach.

Combine seasoning, lemon juice, cayenne and oil.

Combine Spicy Monterey-style Marinade (see recipe) with shrimp. Marinate for at least 1 hour, or up to 4 hours. Sprinkle shrimp with garlic pepper seasoning and toss to coat evenly. Sauté in oil for 5-7 minutes over medium-high heat, add spinach and roasted red peppers and cook until shrimp are fully cooked and spinach is wilted.

**Yield: 4 or 24 servings, 11.5 ounces each**



**SERVING SUGGESTION** — Add a couple slices of warm baguette seasoned with **McCormick Culinary<sup>SM</sup> Roasted Garlic Bread Seasoning**.



Good source of calcium.



Excellent source of protein, Vitamin A and C and iron.

# BEEF DONE RIGHT CAN CAUSE A STAMPEDE OF LOYAL PATRONS.

From fine restaurants to quaint diners, beef is the comfort food that's welcomed by everyone, everywhere. Today's Italian, Mexican and Asian concepts are featuring more beef on the menu. With the choices of cuts and flavors to express them, you'll round up more business with beef.

## TRENDS ON STAMPEDE: THE POWER OF BEEF

- 27.3 billion pounds of beef were consumed in the US in 2008 (USDA)
- 95% of consumers eat beef at least once every 90 days (Technomic 2009)
- Most consumers report that they are frequent beef eaters: 89% eat some type of beef at least once a week, and 69% do so every other day or every day (Technomic 2009)
- When ordering beef in restaurants, consumers are most likely to order steak, pot roast and ribs (Technomic 2009)
- Top three beef preparations listed on menus were "cut"—as in "hand-cut," "center cut" or "barrel cut"—at 16.7%, "grilled" (13.3%) and "aged" (12.4%) (Technomic 2009)
- Preference for premium types and cuts of burger is growing; 27% of restaurant customers prefer to purchase burgers made with Angus beef, compared to 20% in 2007 and 19% of consumers reported they would prefer to purchase sirloin burgers, up from 13% in 2007 (Technomic Burger Report 2009)

## MOST POPULAR CUTS ON MENUS

- |                      |               |
|----------------------|---------------|
| 1. Ribs—BBQ or Short | 7. Tenderloin |
| 2. Ground Beef       | 8. Meatballs  |
| 3. Sirloin           | 9. NY Strip   |
| 4. Filet Mignon      | 10. Prime Rib |
| 5. Roast Beef        | 11. Veal      |
| 6. Rib Eye Steak     | 12. Brisket   |



## BEEF: WHAT'S IN

- All-Natural
- Angus & Heritage Breeds
- Antibiotic-Free
- Argentinean Steak
- Brazilian Churrasco
- Dry Aged
- Empanadas
- Grass-Fed
- Korean BBQ
- Pastured Beef
- Premium Burgers & Sliders
- Regional BBQ

## WHAT'S ON THE HORIZON FOR BEEF?

The National Cattlemen's Beef Association predicts American palates will become more receptive to pairing beef with "extreme flavors" like chilies and curry. This craving for new, bold flavors will generate demand for ethnic variations on the great American steak, including Latin, Mediterranean, Indian and Asian twists. As sales of organic beef soar at retail, look for patrons seeking flavorful organic beef options on your menu.



McCORMICK  
CULINARY

# Chipotle BBQ Ribs

## Chipotle-Molasses-Ale Marinade

Serves 4	Serves 24	Ingredients
1	6	pale ale beer (12 oz. bottle)
¼ cup	1½ cup	molasses
1 tsp.	2 Tbsp.	<b>McCormick Culinary™ Ground Chipotle Chile Pepper</b> 983567.....1/1 lb
1 Tbsp.	6 Tbsp.	<b>OLD BAY® Rub</b> 242869.....1/24 oz and 56258.....1/7.5 lb
1 Tbsp.	½ cup	brown sugar

Hearty beef ribs soaked in a chipotle molasses-ale marinade and grilled over low heat while basting with deep, rich molasses bourbon BBQ sauce. Serve sizzling and hot off the grill.

Combine beer, molasses, chipotle, **OLD BAY® Rub** and brown sugar.

## Molasses Bourbon Sauce

1 Tbsp.	½ cup	vegetable oil
½ cup	3 cups	onion, white, diced
1 cup	6 cups	red wine vinegar
2 cups	3 qt.	ketchup
½ cup	3 cups	molasses
¼ cup	1½ cups	water
½ cup	3 cups	bourbon
1½ tsp.	3 Tbsp.	<b>McCormick Culinary™ Barbecue Spice</b> 987203 .....1/18 oz
½ tsp.	1 Tbsp.	<b>McCormick Culinary™ Thyme Leaves</b> 981718 .....1/6 oz

Heat oil in sauté pan over medium-high heat and sauté onion for 3 to 5 minutes, until translucent. Add red wine vinegar and reduce by ¼. Add ketchup, molasses, water, bourbon, barbecue spice and thyme. Bring to a boil and simmer for 30 minutes.

## Chipotle BBQ Ribs

4	24	beef spare ribs, 16 oz., cut into 1 lb. sections
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Yield: 4 or 24 servings, 15.5 ounces each

Combine Chipotle-Molasses-Ale Marinade (see recipe) with beef spare ribs. Marinate for at least 4 hours, up to 24 hours. Roast for 2 hours in a 300°F oven or until meat is juicy and tender. Grill over high heat while basting with ½ cup Molasses Bourbon Sauce (see recipe) for 2 to 3 minutes.



**SERVING SUGGESTION** — Mustard-style red bliss potato salad kicked up with **McCormick Culinary™ Ground Chipotle Chile Pepper** is a perfect side dish.

Excellent source of protein, Vitamin A and C, calcium and iron.