

Herbs, Spices And Seasoning Guide



Why Watkins?

Founded in 1868, America's original, natural products company has been the pioneer in spices, seasonings and extracts for over 100 years.

Quality Raw Materials

We buy the only the choicest 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, known as the "essential oil," is a good measure of flavor and quality. Our cinnamon, for example, has a minimum of 2% essential oil; others on the market have 1%, inferior brands have 0.5%. Further quality control checks are made to insure that none of the quality has been lost. After the spices are processed, they are packaged in glass or tins to preserve quality, as the spices' essential oils are not compatible with plastic.

Watkins offers you a wide variety of

- (P) pure herbs and spices
- (O) USDA certified 100% organic spices
- (blends) seasoning blends
- (K) Certified Kosher

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Allspice - (P)(Jamaica) Ground from 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, cookies, cranberries, barbecue and brown sauces, cooked vegetables, pickles and relishes.

Basil - (P/O)(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 stuffing, vegetable juices, seafood cocktails, tomato, orange, or butter sauces, French and Russian dressings.

Bay Leaves - (P)(Turkey, Greece) - The leaves of the bay laurel tree. The main sources are California and Turkey. Watkins uses Turkish bay leaves which are generally considered to be more flavorful than the larger California variety.

Essential for soups, stews, poaching liquids, casserole and sauces.

Cayenne (Red) Pepper - (P)(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 and "all-purpose pepper".

Celery Seed - (P)(France, India, United States) - The dried seed of a member of the parsley family called smallage or wile 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, stuffing, tomato juice, potato salad.

Chili Powder - (P/O)(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,

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stews, vegetables.

Cilantro - (P)(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 - (P/O/K) (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 in 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.

Cloves (Ground/whole) - (P) (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, ketchup, meats, vegetables, mincemeat, beverages, sauces, marinades, pork roast, green or yellow vegetables, jams, jellies, fruit cakes, pumpkin or fruit pies, marmalades, chutney, and puddings.

Whole Cloves add flavor and visual appeal when stuck in a whole ham for roasting; they are also excellent stuck in and onion half for simmering in a pot of soup.

Cumin - (P/O/K)(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 cuisine's. 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 - (P/O/K)(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

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popular during the British colonization of India. It has grown to be used as a single spice in Western kitchens, and is very popular in the Caribbean as well.

Use generously in Indian and Caribbean curries, and sparingly in Western dishes such as eggs, deviled eggs, fish, shrimp, parsley, meats, vegetables, rice, French dressing, white sauce, fish chowders, soups, salted nuts, and sweet pickles.

Dill - (P/O)(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 cuisine's 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.

Garlic Flakes / Garlic Granules - (P/O) (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. I

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.

Ginger - (P/O)(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.

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.

Basic spaghetti sauce - add 1 tbsp/15 ml Watkins Italian Seasoning to 8 oz/240 ml tomato sauce.

Lemon Peel - (P)(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 - (P)(France, Spain, Egypt,

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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 cuisine's of France and parts of Italy, as well as in traditional American dishes like corn chowder.

Excellent with chicken and turkey, stuffing's, 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.

Minced Green Onion - (P)(United States) - Made from 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, stuffing's, stews, casseroles, barbecue sauces, tomato sauces, eggs, marmalades, salad dressings, garnishes.

Mustard (Dry) - (P/O/K)(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.

Use in white sauces for macaroni, corn, seafood, potato or egg dishes, salad dressings, butter sauces, omelets, soufflés, eats, gravies, cheese sauces, creamed and stewed oysters, dips, most

protein and starchy foods, hot English mustard, Chinese hot mustard sauce, deviled eggs, and pickles.

Hot English Mustard - Mix Watkins Dry Mustard with enough cold water to make a paste. Let stand 10-30 minutes before using.

Japanese or Chinese Mustard - As above, but use boiling water, cover and allow to stand.

Nutmeg - (P/O)(Indonesia, Trinidad) - The hard seed of the peach-like fruit of an evergreen tree native to the Moluccas, or Spice Islands. Watkins selects the seeds from the Penang and Singapore because they are the richest in oils and impart an exotic nutlike 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 dough's, muffins, coffee cakes, cakes and fruit cakes, frostings, applesauce, crepes, stewed fruits, beef, ham, and sausages.

Onion Flakes/Granules - (P/O)(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.

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

Orange Peel - (P)(United States) - Use in desserts, as well as with fruits and chicken or duckling. Excellent in spiced tea and mulled wines.

Oregano - (P/O/K)(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 - (P/O)(Spain) - The word paprika is Hungarian for "pepper". Paprika, like cayenne pepper, is ground from dried red chilies; 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, canapés, and chowders. Also used as a main ingredient in Hungarian dishes such as paprikás (paprikash) and gulyás (goulash).

Parsley - (P)(United States) - This delicious, nutritious herb has a refreshing taste that goes extremely well with garlic, onion, lemon, and any herb. Although dried parsley has often been called flavorless, you will find ours to be a pleasant surprise!

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

Black Pepper - (P/O/K)(Sri Lanka, India, Sumatra) - 'Black pepper' is the fruit of a woody flowering vine, the fruit or peppercorns are harvested when nearly ripe and dried at a moderate temperature. This irreplaceable spice has long been recognized as an ingredient for stimulating the appetite and is used in almost every cuisine. Watkins buys only the very best quality peppercorns, then granulates them using an exclusive granulation process, which preserves their high essential oil content and flavor. Excellent in any savory dish and for filling your pepper shaker.

Red Pepper Flakes - (P)(China, Africa, India, Mexico, Pakistan) - These crushed dried red chilies, mostly from cayenne-related varieties, are the famous table seasoning in pizzerias. Because they include the seeds, they are very hot. Highly versatile and used in most cuisine's throughout the world.

Use in pickling, chowders, gumbos, pizza and spaghetti sauces, and in making sausage; also excellent for meats,

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seafood, eggs and egg dishes, soups, cheese dishes, sauces and gravies, vegetables and vegetable juices, curries, creamed dishes, soufflés and croquettes.

Rosemary - (P/O/K)(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 - (P/O) (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.

Tarragon - (P)(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 - (P/O)(France, Spain) - One of the great European culinary herbs, and perhaps our most versatile. Closely related to oregano, with a stronger, more balsam-like flavor that has made it a favorite far beyond its Mediterranean origins - from the British Isles to North America to the Caribbean.

Excellent with meat, fish and poultry, tomato dishes, stuffing's, stews and sauces, vegetable juice, clam juice, seafood cocktails, cream and cottage cheese spreads, clam and fish chowders, marinades, gravies, vegetables.



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Don't Forget the Vanilla!

Vanilla extract is a common flavoring in baking and desserts but did you know it's also wonderful in beverages and savory dishes?

Here is a list of foods and the herbs and spices suited to them.

Beef - Allspice, basil, bay leaf, cayenne pepper, chili powder, cumin, curry powder, garlic, ginger, marjoram, oregano, onion, thyme

Pork - Caraway seed, cayenne pepper, chili powder, coriander, cumin, curry powder, dill, garlic, ginger, onion, rosemary, thyme

Lamb - Curry Powder, cayenne pepper, dill, garlic, mint, onion, oregano, rosemary, thyme, seasoning salt

Veal - Bay Leaf, cayenne pepper, Coriander, dill, garlic, onion, oregano, rosemary, sage, thyme

Eggs & cheese - Chili Powder, cayenne pepper, green onion, cumin, curry powder, savory, tarragon, seasoning salt

Chicken & poultry - Basil, bay leaf, cayenne pepper, chives, coriander, curry powder, garlic, ginger, marjoram, oregano, onion, rosemary, sage, tarragon, thyme, seasoning salt

Fish & shellfish - Bay leaf, basil, cayenne pepper, coriander, curry powder, cloves, dill, marjoram, oregano, tarragon, thyme

Asparagus - Basil, chives, dill, nutmeg, sesame seeds, tarragon

Beans, dried - Allspice, chili powder, coriander, cumin, garlic, marjoram, oregano, onion, rosemary, sage, savory, tarragon, thyme

Beans, lima - Basil, Chives, dill, marjoram, sage, savory, tarragon

Beets - Allspice, caraway seeds, chives, dill, ginger, horseradish

Broccoli & cauliflower - Basil, caraway seeds, curry powder, garlic, ginger, marjoram

Cabbage & brussel sprouts - Oregano, tarragon, thyme

Carrots - Caraway seeds, chives, cumin, ginger, marjoram, nutmeg, tarragon

Corn - Chives, coriander, cumin, rosemary, sage, savory, thyme

Eggplant - Allspice, basil, garlic, marjoram, oregano, sage, thyme

Mushrooms - Basil, chives, dill, garlic, marjoram, oregano, rosemary, tarragon

Peas - Basil, chives, dill, marjoram, mint, oregano, savory, tarragon

Pepper, sweet - Chives, coriander, garlic, marjoram, oregano, thyme

Potatoes - Caraway seeds, bay leaf, chives, coriander, curry powder, dill,

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garlic, mint, onion, oregano, tarragon, thyme

Spinach - Basil, garlic, nutmeg, tarragon

Squash, yellow & zucchini - Basil, chives, coriander, dill, garlic, ginger, marjoram, oregano, rosemary, savory, tarragon

Squash, winter - Allspice, cinnamon, cloves, curry powder, ginger, mace, nutmeg

Sweet potatoes - Allspice, cinnamon, cloves, ginger, nutmeg

Tomatoes - Basil, chives, coriander, dill, garlic, marjoram, oregano, rosemary, sage, savory, tarragon, thyme

Turnips - Allspice, cinnamon, ginger, nutmeg

Rice - Chives, cumin, curry powder, garlic, sage, tarragon



Storage Tips

The shelf life of dried spices and herbs varies, spices generally keep longer than herbs do. Good quality herbs like Watkins will stay fresh for one to two years when stored properly. Ground spices will keep for several years or longer and whole spices will keep much longer, again when stored carefully. Heat, light, moisture and air are their enemies, therefore exposing them to these elements will greatly reduce their quality, color, flavor and essential oil content.

- Store your spices and herbs in tightly sealed containers, in a cool, dark place to protect them from moisture and oxidation.
- They will retain more of their essential oil content and flavor when stored in glass jars or metal tins.
- Direct light will fade the color and reduce the quality of your seasonings so store them in a dark cupboard not out in a spice rack.
- Do not to store them above your stove or near other heat sources as heat will degrade the quality as well.
- Purchase Watkins high quality dried herbs and spices in small quantities so that you can easily use them up in reasonable period of time.

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Why Use Herbs And Spices?

Dried herbs and spices add a lot of flavor to your meals without adding additional fat or calories and are convenient to use. Different combinations provide a variety of tastes you can use to add ethnic flair from around the world to your menu, without ever having to leave your own kitchen. Not only do spices and herbs delight your taste buds they may also carry health benefits as well.

Tips For Using Spices and Herbs

As a general rule when you are cooking, spices should be added to the dish at the beginning so their flavors will meld and blend into the dish. Add herbs near the end of cooking process to retain the most flavor and color.

Substituting Dried Herbs for Fresh

Since dried herbs possess a stronger flavor than fresh leaf herbs, you will need to adjust your habits when adding dried herbs to a recipe that calls for fresh. Simply substitute 1/3 of the amount called for so your final results won't have an overpowering favor.

Better Flavor Release

When cooking with dried herbs, crushing them in the palm of your hand or between your fingers will release more of the flavor in a quicker manner. This works well with strong-flavored herbs, such as rosemary and sage. Combining a strong-flavored seasoning with a couple of mild-flavored ones is a good way to balance out the flavor in a recipe if you feel it's too strong in taste.

Additional Resources

To receive more helpful, free ebooks on homemaking, cooking, health, green and natural living subscribe to Watkins News by sending a blank e-mail to: watkins-news@aweber.com

Shop for Watkins, herbs, spices and seasonings online at the [US Store](#) or the [Canadian Store](#).

This e-book is a complementary gift from your friendly Watkins Gold Team associate Melody Thacker.

Share this with a friend! If you know of someone else who could use this guide feel free to pass it along to them!

I hope you will find this guide a valuable addition to your kitchen.

Sincerely,



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