

**origin**

A mixture of the Mediterranean, India and Mexico

**flavour profile**

An all-round seasoning blend including:

Paprika – a slightly earthy flavour with a subtle sweet and peppery taste

Black pepper – a spicy, pungent flavour

Celery seeds – the dried seeds of celery with a slightly bitter taste

**serving suggestions**

- Chicken
- Meat
- Vegetables
- Potatoes
- Popcorn

**cooking methods & applications**

Marinade – mix with a little oil

Sprinkle – great for use as an alternative to salt and pepper

Rub – works perfectly as a rub for meat and veg

**products**

99713 – Schwartz All Season 6x840g\*

**trend alert!**

HEALTHY

# All Seasoning

## Seasoning



# Basil

## Herbs



**origin**

India

**flavour profile**

A classic Mediterranean herb, famous for its delicious aroma and warm peppery flavour, it is typically enjoyed with Italian and Mediterranean cooking

**serving suggestions**

- Goes great with vegetables such as courgette, aubergines and carrots
- Sprinkle over pizzas
- To create sauces for pasta
- Mix with olive oil, tomato purée and garlic to make a salad dressing

**cooking methods & applications**

- Sprinkle onto finished dishes
- Infuse with oil
- Incorporate into tomato based sauces
- Blend with nuts, cheese and oil to make pesto

**products**

70350 – Everyday Favourites Basil 6x150g\*

10016 – Knorr Professional Basil Puree 2x750g\*

**trend alert!**

FLAVOUR / FUSION



**origin**  
Asia

**flavour profile**

Dried Bay Leaves have a pungent, warm aroma, and a less bitter note than fresh. Bay leaves are one of the principle herbs used in Bouquet Garni. When dried, the fragrance is herbal, slightly floral, and somewhat similar to oregano and thyme

**serving suggestions**

- Chicken, pork, beef
- Cheese
- Rice
- Hot spices
- Caramel – for a savoury note

**cooking methods & applications**

- Crush into marinades for grilled or barbecued meat and poultry
- Stir into Bolognese sauce during cooking
- Cook rice with a Bay Leaf for added flavour
- Add into soups, casseroles, stocks or gravy

**products**

70306 – Chef William Bay Leaves 6x50g\*

**trend alert!**

**AUTHENTIC / ARTISAN**

# Bay Leaves

**Herbs**



# BBQ Seasoning

**origin**  
America

**flavour profile**

Most BBQ Seasonings have garlic, onion and paprika then depending on the type of BBQ seasoning it is it will have tomato, pepper, chillies, hickory smoke flavour

**serving suggestions**

- Chicken, beef, pork (think ribs and burgers as well)
- Roasted vegetables
- Create a sauce and serve with chips/potato wedges
- Sprinkle onto pizza

**cooking methods & applications**

- Marinade
- Rub
- Cook
- Mix
- Sprinkle

**products**

60465 – Schwartz Classic BBQ Seasoning 6x300g\*

**trend alert!**

**CHICKENISATION**







Instantly add **flavour** and **profit** to your dishes



### Chip Seasoning

Product code: 60466

Charge 25p more per portion of chips and make £35 profit per jar\*

#### Why not try...

- Mixing through mayo for added flavour



### All Season

Product code: 99713

An all-rounder, perfect as an alternative to salt and pepper

#### Why not try...

- Stirring through coleslaw for a twist on the classic



### BBQ Seasoning

Product code: 60465

With the BBQ trend growing, use for a profitable twist

#### Why not try...

- As a tasty rub for meat or fish



### Fajita Seasoning

Product code: 91546

Ideal for all types of Mexican food

#### Why not try...

- Blending with lime and oil for a spicy, tangy dressing



Mix



Sprinkle



Marinate



Rub

For more information and recipe inspiration visit the website

[www.mccormickfs.co.uk](http://www.mccormickfs.co.uk)

@McCormick\_FS

\*Profit calculations are based on RRP of 300g jar as £3.99, an average of 167 servings per jar and a cost price of 2.4p per serving (1 tsp).

## Cajun Seasoning

#### origin

Deepest Southern parts of Louisiana and Mississippi

#### flavour profile

A spicy but not overpowering blend of chilli, spices and herbs that create an authentic Cajun taste, with notes of cumin and black pepper

### Seasoning



#### serving suggestions

- Chicken
- Salmon
- Potatoes
- Popcorn
- Combine with crab meat or shrimp
- Cooling ingredients such as mayo or cream cheese

#### cooking methods & applications

- Marinade
- Rub
- Cook
- Mix
- Sprinkle

#### products

70389 – Everyday Favourites Cajun Spice 6x500g\*

51478 – Schwartz for Chef Blackened Cajun Seasoning 6x550g\*

#### trend alert!

AMERICAN

Cajun Seasoning



**origin**  
Southern Europe

**flavour profile**  
Caraway Seeds have a nutty, delicate anise flavour and pungent aroma with notes of orange peel

**serving suggestions**  
Chicken and duck •  
Strong flavours such as wild boar and harissa •  
In different bread varieties •

**cooking methods & applications**  
Stir fry with cabbage and bacon •  
Toss into carrots and other root vegetables •  
Stir into pork or beef casseroles •  
Knead into bread dough •

**products**  
70381 – Chef William Caraway Seeds 6x500g\*

**trend alert!**

PAN ASIAN

# Caraway Seeds

Spice



# Cardamom

Spice



**origin**  
India, Guatemala, and Ceylon

**Flavour Profile**  
A member of the ginger family, cardamom pods are unripened fruit with a warm spicy-sweet, citrus flavour

**serving suggestions**  
• Lemon  
• Chicken  
• Starchy foods such as rice and potatoes  
• In sweet dishes and drinks

**cooking methods & applications**  
• Lightly crush the pods for use in savoury fragrant rice  
• Use in cakes, shortbread and fruit salads  
• Incorporate into chutney recipes  
• Crush and mix into a sugar syrup

**products**  
70377 – Chef William Whole Green Cardamom

**trend alert!**

FLAVOUR / FUSION





**origin**

Central and South America

**flavour profile**

Cayenne Pepper is a pure ground chilli powder, with a hot, fiery taste and pungent aroma

**serving suggestions**

- Seafood
- Beef
- Pulses
- Cheeses

**cooking methods & applications**

- Use to add heat to sauces
- Use in curries, chillis and soups
- Sprinkle over prawns or whitebait as a finishing touch

**products**

70380 – Chef William Cayenne Pepper 6x450g

**trend alert!**

FLAVOUR / FUSION

AMERICAN

# Cayenne Pepper

**Spice**



# Chilli Powder

**origin**  
India

**flavour profile**

A blend of chilli pepper, spices and oregano with an earthy, slightly sweet flavour

**serving suggestions**

- Beef, lamb, chicken
- Firm white fish
- Vegetables and pulses
- Chocolate

**cooking methods & applications**

- Use to add heat to soups, stews and curries
- Adds depth to pickles, chutneys and marmalades
- Mix with a little salt and use as a rub for meats or even nuts

**products**

70372 – Everyday Favourites Chilli Powder 6x450g\*

**trend alert!**

CHICKENISATION

FLAVOUR / FUSION





**origin**  
China

**flavour profile**  
An aromatic Chinese style seasoning with Cinnamon, Fennel, Star Anise, Ginger and Cloves

- serving suggestions**
- Meats such as pork, duck or goose
  - Lamb
  - Chicken
  - Prawns
  - Mushrooms
  - Stewed fruit such as plums or rhubarb

- cooking methods & applications**
- Marinade
  - Rub
  - Cook
  - Mix

**products**  
70374 – Chef William Chinese Five Spice 6x405g\*

**trend alert!**

PAN ASIAN

## Chinese Five Spice

Spice



## Chip Seasoning

Seasoning



**flavour profile**

A well-balanced blend including paprika, garlic, onion, salt and black pepper

**serving suggestions**

- Potatoes in every format going!
- Dairy products such as mayo or yogurt
- Vegetables
- Eggs

**cooking methods & applications**

- Rub
- Cook
- Mix
- Sprinkle

**products**

60466 – Schwartz Chip Seasoning 6x300g\*

**trend alert!**

AMERICAN



**origin**

Europe, Greece and Italy

**flavour profile**

Chives have a delicate, fresh onion flavour and are bright green in colour

**serving suggestions**

- Cheese and butter •
- Eggs •
- Mushrooms •
- Chicken •
- Leeks •
- With vegetables or salads •

**products**

70357 – Chef William Chives Freeze Dried 6x40g\*

**cooking methods & applications**

- Cook into soups •
- Stir into cheese sauces •
- Sprinkle onto dishes as a finishing touch •
- Mix with garlic and butter •

**trend alert!**

BRITISH

# Chives

**Herbs**



# Cinnamon

**origin**

Sri Lanka

**flavour profile**

Cinnamon comes from the inner bark of a tropical evergreen tree and has a sweet, woody flavour and aroma with hints of clove and citrus

**Spice**

**serving suggestions**

- Oats •
- Sweet potatoes •
- Delicate fish •
- Grains such as rice and bulgur wheat •
- Red cabbage •
- Pears •
- Rich meats such as beef and duck •

**cooking methods & applications**

- Stir cinnamon sticks into mulled wine, coffee or chocolate drinks for a spicy warmth •
- Add to beef stews such as chilli con carne for added depth of flavour •
- Incorporate into a poaching liquor •
- Combine with icing sugar and sprinkle onto bakes as a finishing touch •

**products**

70368 – Chef William Cinnamon Sticks 6x180g\*

70371 – Everyday Favourites Ground Cinnamon 6x450g\*

**trend alert!**

AMERICAN





**origin**

Madagascar, Indonesia and Sri Lanka

**flavour profile**

Cloves are the dried, unopened flower buds of a small evergreen tree. They have a strong sweet, pungent flavour. It has a warm aroma with subtle pepper and camphor notes

**serving suggestions**

- Orange •
- Salty ingredients such as gammon and salt beef •
- Beef •
- Rice •
- Baked fruit •
- Sweet bakes •

**cooking methods & applications**

- Pickling foods •
- Add a sweet, spicy flavour to gammon joints •
- Add to pilau rice for a fragrant result •
- Incorporate into steak & kidney pie and beef dishes •
- Crush down and incorporate into marinades and curries •
- A great ingredient in pickles and chutneys •

**products**

70382 – Chef William Whole Cloves 6x360g\*

**trend alert!**

SCANDINAVIAN

# Cloves

## Spice



# Coriander

## Herbs

**origin**

Morocco

**flavour profile**

A member of the parsley family, coriander seed is the dried ripe fruit of an annual plant with a sweet, citrus flavour

**serving suggestions**

- Fish
- Chicken
- Beef
- Great in Indian, Mexican and Thai cuisine

**cooking methods & applications**

- Blend into a paste with chillies and lime for a real Asian kick
- Use as a garnish
- Add coriander leaf to breads, stuffings and sauces and sprinkle over spicy or creamy dishes at the end of cooking
- Stir into chopped tomatoes with a little lemon juice and garlic for a refreshing salsa

**products**

70378 – Everyday Favourites Ground Coriander 6x450g\*

**trend alert!**

PAN ASIAN



**origin**  
India

**flavour profile**

Crushed chillies are the dried red flesh particles and cream-coloured seeds from red chillies. They have a fiery heat and pungent bite

**serving suggestions**

- Beef, lamb, chicken
- Firm white fish
- Vegetables and pulses
- Chocolate
- In traditional Indian dishes

**cooking methods & applications**

- Use to add heat to soups, stews and curries
- Can be added as a finishing touch to dips such as guacamole
- Adds depth to pickles, chutneys and marmalades
- Mix with a little salt and use as a rub for meats or even nuts

**products**

22751 – Everyday Favourites Crushed Chillis 6x350g\*  
73575 – Schwartz Crushed Chillis 6x380g\*

**trend alert!**

AMERICAN

FLAVOUR / FUSION

## Crushed Chillies

**Spice**



## Cumin

**origin**  
Western Asia

**flavour profile**

Ground cumin is made by toasting cumin seeds and grinding them to a smooth powder. Cumin has a slightly bitter yet warm and aromatic flavour

**Herbs**

**serving suggestions**

- Sprinkle over salads, coleslaws and vegetables
- Add to relishes and chutneys
- Great for flavouring dishes using dried beans and pulses
- Delicious in curries and a key ingredient in chilli con carnes

**cooking methods & applications**

- Toast the seeds
- Dry fry
- Cook
- Mix
- Sprinkle

**products**

70379 – Everyday Favourites Ground Cumin 6x450g\*  
73576 – Schwartz Ground Cumin 6x400g\*

**trend alert!**

AMERICAN

FLAVOUR / FUSION





**origin**  
Western Asia

**flavour profile**

A member of the parsley family, Dill has a clean fragrant aroma with a light lemony, sweet anise flavour

**serving suggestions**

- Sprinkle over fish such as white fish and crab
- Stir through cooked new potatoes or carrots
- Mix with olive oil, vinegar, mustard and honey as a dressing
- Use as a refreshing alternative to parsley in omelettes, quiches and salads

**cooking methods & applications**

- Cook
- Mix
- Sprinkle

**products**

70281 – Chef William Dill Weed Freeze Dried 6x50g\*

**trend alert!**

BRITISH

# Dill Weed

**Herbs**



# Fennel Seeds

**origin**  
Southern Europe and the Mediterranean area

**flavour profile**

Fennel Seeds are the fruit of the aromatic herb fennel and have a subtle, sweet anise-like flavour with a bittersweet aftertaste

**serving suggestions**

- Fish
- Vegetables
- Pork
- Duck
- Lemon
- Pineapple
- Honey

**cooking methods & applications**

- Crush and combine into sweeter applications such as on honey-glazed charred pineapple
- Mix with lemon and oil and use as a dressing
- Incorporate into a spice blend for curries

**products**

70310 – Chef William Fennel Seeds 6x330g\*

**trend alert!**

STREET FOOD

MIDDLE EASTERN

FLAVOUR / FUSION





**origin**  
India

**flavour profile**

An aromatic, warming blend of Indian spices including coriander seed, cumin, cardamom, cinnamon and chilli, full of flavour but not an overpowering heat

**serving suggestions**

- Mix with mayonnaise for a spicier sauce/dip
- Sprinkle on popcorn
- Use in soups with red lentils
- Mix with rice
- Chicken

**products**

70369 – Chef William Garam Masala 6x405g\*

**cooking methods & applications**

- Rub
- Cook
- Mix
- Sprinkle

**trend alert!**

FLAVOUR / FUSION

AUTHENTIC / ARTISAN

# Garam Masala

**Spice**



# Garlic

**origin**  
Central Asia

**flavour profile**

A sweet, pungent garlic flavour

**serving suggestions**

- Lamb
- Chicken
- Citrus
- Mayonnaise
- Vegetables of all varieties including both starchy and non- starchy

**products**

70361 – Everyday Favourites Garlic Powder 6x500g\*

01456 – Chef William Garlic Purée 6x475g\*

10022 – Knorr Professional Garlic Puree 2x750g\*

**cooking methods & applications**

- Use in dressings, salsas and butters
- Use as a base for sauces, casseroles and soups
- Cook with meats as part of a roast

**trend alert!**

CHICKENISATION

FLAVOUR / FUSION





**origin**  
Southern Asia

**flavour profile**

Highly versatile, ginger has a fresh peppery flavour, with a sweet hint of lemon with a pungent and sharp aroma

**serving suggestions**

- Works in harmony with chilli and garlic so very at home in stir-fries and curries
- Combines well with lemon in drinks and marinades
- Balances out sweetness such as the natural sugars in fruits

**cooking methods & applications**

- Mix with sesame oil, crushed chilli, cracked black pepper and soy sauce and use as a marinade for stir fried chicken and beef
- Combine rhubarb, dried cherries and ginger for a delicious sauce for duck
- Finely grate for a more pungent flavour without the texture
- Fantastic when sliced julienne and pickled – makes a fresh, zingy garnish
- Candied ginger is a traditional addition to fruit cake

**products**

52245 – Everyday Favourites Ground Ginger 6x500g\*

**trend alert!**

PAN ASIAN

HEALTHY

# Ginger

**Spice**



# Herbs De Provence

**Herbs**



**origin**

A fragrant mixture of dried herbs typical of southern French cooking

**flavour profile**

A robust and aromatic blend of herbs including Marjoram, Oregano, Thyme, Rosemary, Basil and Tarragon

**serving suggestions**

- Lighter meats such as chicken and turkey
- Potatoes
- Seafood such as prawns and salmon
- Cheeses such as Parmesan and cheddar

**cooking methods & applications**

- Mixed with a little salt to use as a rub before grilling
- In a marinade
- In dressings and sauces
- As a sprinkle before roasting

**products**

70347 – Chef William Herbs de Provence 6x130g\*

**trend alert!**

HEALTHY



#### origin

A Mediterranean seasoning blend with Basil, Oregano, Rosemary & Thyme added to pepper and garlic

#### flavour profile

Sweet herbal flavour and aroma with garlic and pepper tones

#### serving suggestions

- Wide variety of meats
- Seafood
- Tomatoes
- Dough
- Olive Oil
- Cream sauces
- Cheese dishes
- Pâté

#### cooking methods & applications

- Combine with butter or salt and use as a rub
- In a marinade for meat and vegetables before cooking
- In dressings and sauces
- As a finishing touch on pizzas
- Mix through fresh sliced tomatoes as a side salad

#### products

70393 – Chef William Italian Seasoning 6x190g\*

#### trend alert!

HEALTHY

## Italian Seasoning

### Seasoning



## Madras Powder

#### origin

India

#### flavour profile

A fiery blend of ground spices including cayenne chilli pepper and roasted coriander seed, combined with mustard seeds and coriander leaf. This ingredient adds a robust heat to all dishes

### Spice

#### serving suggestions

- Pairs well with rich meat and poultry
- Balances out dairy such as double cream and yogurt well
- Brings starchy vegetables such as potatoes and squashes to life
- Pulses such as red lentils and strong flavourings such as madras go very well together

#### cooking methods & applications

- Mix with yogurt and use as an marinade
- Combine with oil and a little salt and brush over vegetables before cooking
- A great base for any curry dish, simply blend with tomatoes and stock

#### products

08050 – Everyday Favourites Mild Madras Curry Powder 6x500g\*

70395 – Everyday Favourites Madras Curry Powder 6x500g\*

80225 – Chef William Hot Madras Curry Powder 6x450g\*

#### trend alert!

PAN ASIAN





**origin**

Mint plants originate in the Mediterranean region

**flavour profile**

A versatile and warming herb with a refreshing, sweet flavour

**serving suggestions**

- Pairs well with fattier meats like pork and lamb
- Great served with sweeter flavours such as peas and pineapple
- Balances salty flavours such as feta, olives and cured meats

**cooking methods & applications**

- In a pickling juice with citrus fruit or vinegar
- Mix into dressings and sauces
- Mix through butter and spread onto bread, melt over steamed new potatoes or put it under the skin of a chicken before roasting
- Stirred through grains such as bulgur wheat or quinoa

**products**

70354 – Chef William Rubbed Mint 6x140g\*

**trend alert!**

HEALTHY

# Mint

## Herbs



# Mixed Herbs

## Herbs

**origin**

Mixed herbs traditionally consists of thyme, basil, marjoram, oregano and parsley. A lot of these flavours have Mediterranean origins

**flavour profile**

The main ingredients used in mixed herbs include:

- Thyme – mint, clove and camphor notes (can add warmth to dishes)
- Parsley – light spicy aroma with hint of aniseed, lemon and a fresh peppery taste
- Marjoram – pine nuts and citrus flavours

**serving suggestions**

- All meat – but best cured meats, pork and goat
- Garlic
- Tomatoes
- Dough
- Olive oil
- Cream sauces
- Cheese dishes
- Pâtés

**cooking methods & applications**

- Dressing
- Combine - dough
- Topping
- Mix
- Roast

**products**

70358 – Everyday Favourites Mixed Herbs 6x140g\*

10012 – Knorr Professional Mixed Herbs Puree 2x750g\*

**trend alert!**

CHICKENISATION

BRITISH





PROFESSIONAL

Herbs Purée Range

# Fast, Full Flavour



- **Fast** – fast flavour delivery in dishes at any stage of the cooking process
- **Full Flavour** – fresh and natural taste of herbs and spices for 3 months once opened

Product name	Case size	Code
KNORR Professional Mixed Herbs Purée	2x750g	10012
KNORR Professional Mixed Peppercorns Purée	2x750g	10024
KNORR Professional Paprika Purée	2x750g	10019
KNORR Professional Basil Purée	2x750g	10016
KNORR Professional Garlic Purée	2x750g	10022
KNORR Professional Ginger Purée	2x750g	10027

## Pork Steak in a Peppercorn Sauce

(10 Portions)

### Ingredients

- **20ml Prep Premium Sunflower Oil**  
86162 / Size 1 x 2 Ltr
- **10 x 100g Farmstead Pork Loin Steaks**  
20886 / Size 5 x 227g
- **1L Water**
- **500ml KNORR Chicken Paste Bouillon 1kg**  
43591 / Size 2 x 1kg
- **150ml Meadowland Double**  
01017 / Size 12 x 1 Ltr
- **30g KNORR White Roux**  
73835 / Size 6 x 1kg
- **40g KNORR Professional Mixed Peppercorns Purée**  
10024 / Size 2 x 750g



### Method

1. Pre heat oven to 180°C (Gas 4).
2. Brush the pork steaks with the oil then place on to a suitable tray and place into the oven.
3. Bake for 20mins.
4. Make the KNORR bouillon by whisking in the paste to the water then simmering until required.
5. Add the MEADOWLAND, KNORR Mixed Peppercorns Purée and KNORR White Roux to thicken.
6. Remove pork from the oven and ensure it is thoroughly cooked and add to the sauce.
7. Garnish with chopped parsley.





**origin**

Mixed spice, also called pudding spice, is a British blend of sweet spices

**flavour profile**

A classic blend of warming spices including cinnamon, coriander, caraway, nutmeg, ginger and cloves

**serving suggestions**

- Primarily thought of for use with sweet ingredients, this blend also works very well in savoury dishes
- Fantastic when paired with stronger flavoured meats such as duck and venison
- Pairs well with stewed fruit in particular plums, apples and berries
- Perfect in a traditional Christmas pudding
- Great in Jamaican dishes

**cooking methods & applications**

- In sweet and savoury sauces
- Used as a dry rub for meats such as gammon before roasting
- As an ingredient in stews and curries
- Incorporated into bakes

**products**

70367 – Chef William Mixed Spice 6x450g\*

**trend alert!**

FLAVOUR / FUSION

# Mixed Spice

**Spice**



# Nutmeg

**Spice**



**origin**

Indonesia

**flavour profile**

Nutmeg is slightly sweet and offers a warm heat. It is one of the two spices – the other being mace – derived from several species of tree in the genus Myristica

**serving suggestions**

- Works well with savoury and sweet pairings
- Add to rich, creamy sauces to add flavour and depth
- Pairs well with red meats
- Work surprisingly well with eggs – try in a cheese soufflé recipe
- Great with irony greens such as spinach or tender stem broccoli

**cooking methods & applications**

- Finely grate into sauces, stews and bakes
- Grate a small amount over steamed green vegetables as a finishing touch before serving

**products**

70376 – Chef William Ground Nutmeg 6x450g\*

**trend alert!**

BRITISH

FLAVOUR / FUSION



origin

In Greek 'Oregano' means 'Joy of the mountains'. Oregano was popular in ancient Egypt and Greece as a flavouring for vegetables, wines, meats and fish

flavour profile

A member of the mint family, the oregano is a sweet fragrant herb with robust peppery and citrus notes

serving suggestions

- Perfectly matched with garlic
- The flavours bring out the best in white fish such as hake
- Best served with ripe plum tomatoes, garlic, olive oil and basil leaves for a tasty and traditional Bruschetta topping
- Sprinkle into Italian pasta sauces when making Bolognese, Lasagne, Carbonara etc
- Is an interesting and fragrant addition to dough

cooking methods & applications

- Infuse into olive oil and drizzle over dishes
- Incorporate into stews and roasting trays
- Sprinkle onto food such as pizzas as a finishing touch
- Can even incorporate into cocktails for a savoury note

products

70348 – Everyday Favourites Oregano 6x190g\*

trend alert!

FLAVOUR / FUSION

# Oregano

Herbs



# Paprika

Spice

origin

Central Mexico and Spain

flavour profile

Slightly earthy flavour with a subtle sweet and peppery taste  
Sweet paprika has more than half the seeds removed whereas hot paprika has seeds and stalks

serving suggestions

- Rich dishes including cheese
- Red meat such as beef and lamb
- Chicken
- Vegetarian dishes
- Moroccan dishes
- Tomato based sauces

cooking methods & applications

- Mix with a little salt and use as a finishing touch on dishes
- Incorporate into sauces such, as mayo or cheese sauce, for vibrant colour and flavour
- Use as a rub for meat before flash frying and then stewing
- Goes very well with grains such as wholegrain rice and cous cous

products

70375 – Everyday Favourites Paprika 6x500g\*

51241 – Schwartz Paprika 6x425g\*

10019 – Knorr Professional Paprika Puree 2x750g\*

trend alert!

MIDDLE EASTERN

HEALTHY





#### origin

Originally native of the Mediterranean

#### flavour profile

A light spicy aroma with a hint of aniseed and lemon and a fresh peppery taste

#### serving suggestions

- Pairs incredibly well with the flavours of lemon
- Parsley and white fish are a match made in heaven
- Great when used fresh in salads such as a Greek tabbouleh
- Stands up to robust flavours such as mustard, capers and strong cheese

#### cooking methods & applications

- Blend to a paste in an English pesto recipe
- Incorporate into simple dressings with lemon juice and oil
- Stir through rich sauces and soups to give a fresh edge
- Knead into doughs, for example cheese scones

#### products

22749 – Everyday Favourites Parsley 6x140g\*

#### trend alert!

HEALTHY

## Parsley

### Herbs

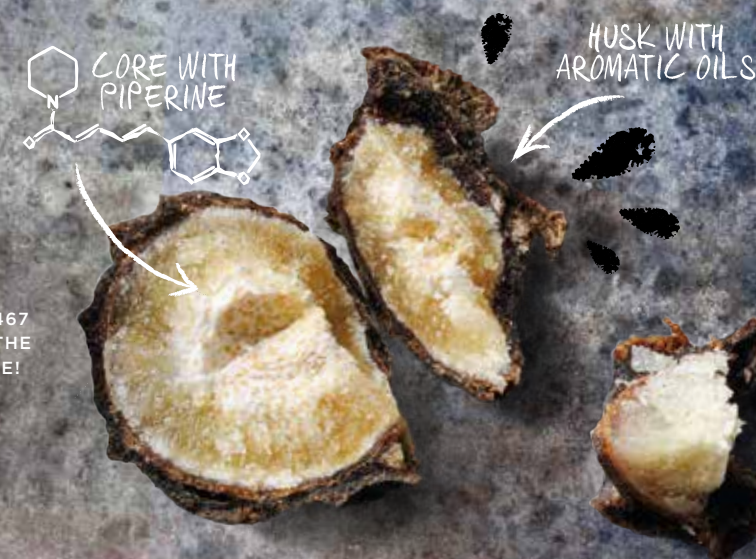


Santa Maria

## WHAT KIND OF PEPPER DO YOU USE?

Our Tellicherry Black Pepper grows high on the mountain slopes of Kerala in southern India – and only the largest rich brown peppercorns, full of aromatic oils, are selected for our grinders. Tellicherry Black Pepper delivers a fruity, full-bodied flavour to subtly enliven dishes without taking over other ingredients.

From farm to plate, we have a great story to tell about our special pepper. And by sharing this story of provenance, flavour and quality with your customers, you can premiumise your menu and create memorable food experiences.



ORDER 60467  
TO TASTE THE  
DIFFERENCE!

6x210g

## THE TASTES OF PEPPER

Find out more at [SANTAMARIAFOODSERVICE.COM](https://www.santamariafoodservice.com)

@SantaMariaFSUK



## black peppercorns

### origin

South India – worlds most traded spice

### flavour profile

Spicy – this is from the chemical piperine from both the outer fruit and the seed

### serving suggestions

- Red meats
- Fruits
- Fried foods
- Dairy

### cooking methods & applications

- Marinade
- Stewed
- Sauce
- Finishing touches

### products

70242 – Everyday Favourites Whole Black Peppercorns 6x500g\*  
60467 – Santa Maria Tellicherry Pepper 6x210g

### trend alert!

PAN ASIAN

# Peppercorns

## Seasoning



## pink peppercorns

### origin

Peru

### flavour profile

Fruity aroma with a sweet aromatic flavour

### serving suggestions

- Fish - as gives a milder, flavour than black pepper
- Vegetables that need bringing to life e.g. cabbage
- Pork
- Sweet winter fruits such as stewed plums or berries

### cooking methods & applications

- Crush and incorporate into sweet bakes such as shortbread
- Use whole as an addition to a poaching liquor
- Crush and combine with butter as a topper for dishes
- Incorporate into gin-based drinks

### products

70388 – Chef William Whole Pink Peppercorns 6x500g\*

### trend alert!

FLAVOUR / FUSION



## white peppercorns

### Origin

Europe

### flavour profile

White peppercorns have a sharp pungency with a subtle earthy flavour

### serving suggestions

- Red meats
- Fish
- Asian dishes such as noodles

### different cooking methods

- Marinade
- Stewed
- Finishing touches

### products

70404 – Chef William Whole White Peppercorns 6x500g\*

### trend alert!

PAN ASIAN





**origin**

A Portuguese seasoning blend with chillies and lemon peel

**flavour profile**

Hot and spicy with hint of lemon

**serving suggestions**

- Pairs very well with chicken and seafood, in particular prawns
- Cook with baby new potatoes, tinned plum tomatoes and garlic to make spicy Patatas Bravas
- Bring vegetables such as bell peppers and courgettes to life

**cooking methods & applications**

- Mix with lemon juice and olive oil for a punchy marinade or dressing
- Use as a finishing sprinkle onto chips, pizza or popcorn
- Use as a dry rub onto meat before cooking
- Add to mayo for a dipping sauce or addition to a chicken burger

**products**

19820 – Schwartz for Chef Piri Piri seasoning 6x320g\*

**trend alert!**

AMERICAN

CHICKENISATION

ON THE GO

# Piri Piri

## Seasoning



# Rosemary

**origin**

Native to the Mediterranean area

**flavour profile**

Rosemary has a distinctive pinewood aroma and a strong bitter-sweet flavour

**serving suggestions**

- Pairs very well with lamb
- Roasted vegetables
- Unusually it goes well with grapefruit and plums
- Great match with potatoes
- Cheese

**cooking methods & applications**

- Infuse into oil
- Mix through softened butter and use on roasting trays
- Add to breadcrumbs and Parmesan and use as a crust for meat or fish
- Combine into tomato or cheese based sauces

**products**

70309 – Chef William Rosemary Needles 6x205g\*

**trend alert!**

BRITISH

## Herbs





**origin**

Native to the Mediterranean area, most imported saffron comes from Spain

**flavour profile**

Strong perfume and bitter honey-like taste

**serving suggestions**

- Creamy sauces
- Seafood such as mussels, squid and prawns
- Chicken
- Rice dishes

**cooking methods & applications**

- Infuse into the cooking liquor for rice dishes such as paella or even for poached pears
- Cook saffron strands with double cream and use as a sauce over white fish or chicken
- Incorporate into a traditional Moroccan lamb tagine
- A lovely ingredient to add to good-quality mayonnaise to take this to the next level

**products**

10312 – Chef William Saffron Strands 15x1g\*

**trend alert!**

**AUTHENTIC / ARTISAN**

# Saffron

**Spice**



# Sage

**Herbs**



**origin**

Sage is indigenous to the Mediterranean

**flavour profile**

A strong, slightly bitter and aromatic flavour as well as a medicinal pine-wood flavour. Thujone is the principal flavour which gives volatile oil

**serving suggestions**

- Sage goes well with pork, beef, duck and chicken recipes, and fatty meats in particular
- Butternut squash
- Cheeses such as Parmesan
- Onion
- Apple

**cooking methods & applications**

- Incorporate into dough along with the flavours of onion
- Combine with pork sausage meat to make a magnificent stuffing
- Mix through melted butter and simply pour over freshly cooked pasta
- Use to make a well-rounded stock

**products**

70298 – Chef William Sage 6x240g\*

**trend alert!**

**BRITISH**



**origin**  
Modern sea salt production is almost entirely found in Mediterranean and other warm, dry climates

**flavour profile**  
Sea salt is believed to taste better and have a better texture than ordinary table salt

- serving suggestions**
- Salt is a fantastic all-rounder and works well with a massive variety of ingredients
  - Meats and vegetables
  - Required in bread making to activate the yeast
  - Chocolate – the flavours balance very well

- cooking methods & applications**
- Salt draws out liquid so is great for crisping up skins of meat or vegetables whilst roasting
  - Incorporate into a salad dressing rather than directly onto the dish – you get better distribution then
  - Try adding a pinch to sweet dishes to balance out flavours

- products**
- 04439 – Everyday Favourites Cooking Salt 4x3kg
  - 05595 – Saxa Course Sea Salt 6x350g
  - 07650 – Maldon Sea Salt 1x1.5kg

**trend alert!**

BRITISH

SCANDINAVIAN

HEALTHY

# Sea Salt

## Flavouring



# Sesame Seeds

## Flavouring



**origin**  
They come from the Sesamum Indicum plant, which is native to Africa but is now found mostly throughout Asia, with Myanmar and India the largest producers

**flavour profile**  
Mild, nutty flavour that is enhanced by toasting or dry frying

- serving suggestions**
- Sesame seeds are a key ingredient in Oriental cooking
  - Seafood
  - Chicken and beef
  - Dough and sweet bakes
  - Savoury biscuits
  - Honey or within caramel

- cooking methods & applications**
- Great when lightly toasted and used as a garnish in sweet and savoury dishes
  - Make a traditional caramel sauce and then add sesame seeds for a savoury note and added texture
  - Combine into soy based dressings for salads and flash fried greens
  - Mix through salads such as a Quinoa-based tabbouleh

- products**
- 70304 – Everyday Favourites Sesame Seeds 6x590g\*

**trend alert!**

PAN ASIAN





**origin**

Often used in French cooking

**flavour profile**

A spicy anise flavour and sweet aftertaste with the aroma of anise, pine and liquorice

**serving suggestions**

- White fish such as cod and plaice
- A perfect match with chicken
- In sauces to be served with red meat
- When served sweeter ingredients such as caramelised onions or petit pois
- Combines well with ingredients such as lentils and legumes

**cooking methods & applications**

- In sauces such as a traditional Béarnaise sauce
- Used to flavour oils and vinegars
- As part of a herby potato salad
- Combine into a marinade for chicken

**products**

70362 – Chef William Tarragon 6x90g\*

**trend alert!**

BRITISH

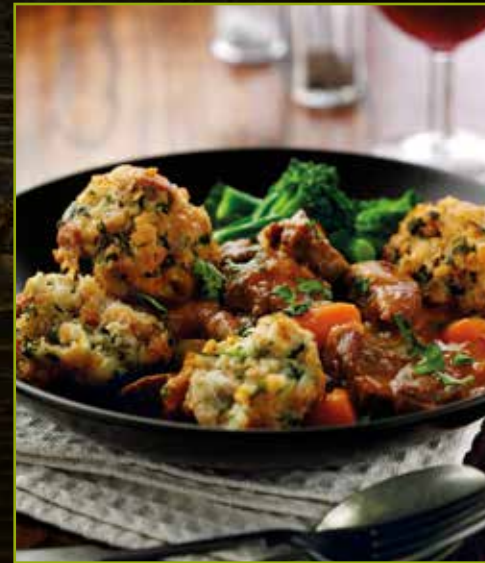
# Tarragon

**Herbs**



# Tarragon

**Herbs**



**origin**

Originated in the southern Mediterranean

**flavour profile**

A strong, fresh aromatic flavour with mint, clove and camphor notes

**serving suggestions**

- Wide variety of meats
- Seafood
- Vegetables in particular leeks
- Tomatoes
- Dough
- Lemon

**cooking methods & applications**

- Combine with butter or salt and use as a rub
- In a marinade for meat and vegetables
- In dressings and sauces with lemon juice
- In the base of a soup or in a poaching liquor

**products**

70349 – Chef William Rubbed Thyme 6x210g\*

**trend alert!**

BRITISH



**origin**  
Southern India

**flavour profile**

Turmeric is widely used in Indian dishes as well as rice dishes to add colour and flavour. It has a rich woody aroma and a warm, ginger-like taste

**serving suggestions**

- Indian dishes such as curries •
- Dhals •
- North African meat and vegetable dishes •
- Use for chutneys and pickles •

**cooking methods & applications**

- Combine •
- Mix •
- Dressings •

**products**

70299 – Everyday Favourites Ground Turmeric 6x550g\*  
73577 – Schwartz Ground Turmeric 3x380g\*

**trend alert!**

HEALTHY

MIDDLE EASTERN

PAN ASIAN

# Turmeric

## Spice



# Vanilla Pods

## Flavouring



**origin**  
Mesoamerica

**flavour profile**

Vanilla has a rich, mellow and intensely perfumed aroma with a sweet, smokey flavour. It is a popular flavour added to many sweet cakes and puddings, but is also becoming more and more popular in savoury dishes

**serving suggestions**

- Use to flavour cakes, biscuits and desserts
- For sauces, custards and ice-cream, infuse the milk with a Vanilla Pod before cooking and remove before serving
- For a stronger flavour split the pod and use the seeds

**cooking methods & applications**

- Bake
- Cook/Infuse

**Products**

70386 – Everyday Favourites Vanilla Pods 12x2pk

**trend alert!**

BRITISH

FLAVOUR / FUSION

AUTHENTIC / ARTISAN