

Ground Gourmet Essentials New Year Edition

What's in this issue?

Spice of the Season
Stockists in your Region
News
Recipe of the Season

Stockists in your Region

There is no doubt the Ground Gourmet Essential brand has grown due to the enthusiastic response of consumers and stockists of the products.

Kawerau Estate Winery now has some of our spices on the menu. And **Corey at Clarendon** in Christchurch is using the Arabica Rub on his menu (the first chef to do so outside the deli), as well as the Ras al Hanout. Watch out if you are in the **Gold Coast** in Aus as they are having a NZ theme at the **Sheraton** in February and will feature some of our products.

We are keen to increase our stockists in NZ and reach more of the market. On that note, if you are wanting a local store to stock our products or have them used in your local restaurant let us know, and we'll see what we can do to persuade them. Phone Jenny on (03) 328 8733 or email info@ground.co.nz.

News

Well 2010 has arrived and we would like to wish you all a very happy New Year. We here at Ground are entering 2010 with a huge amount of excitement and optimism. We will be celebrating our 7th birthday this year and we are no less inspired to create new products and ways of using them.

We have also had several approaches from organisations in the United States regarding shipping our products there. Good to know that hand-ground authentic products from little old New Zealand are appreciated on the other side of the world. We'll keep you posted.

The Deli has been running 2 ½ years and we have now opened a small licensed café under the name Lyttel Local. This gives us more and more opportunities to experiment, develop and include our Ground Gourmet Essentials products in our menu for everyone to enjoy. Our Chermoula Prawns have been a real hit with customers choosing from our new Summer Sizzler BBQ Special menu.

Spice of the Season

Cinnamon and Cassia

What is the difference between **cinnamon** and **cassia**?

These two spices are often confused. They are however distinctly different; especially in appearance, but both have a clove-like overtone and come from trees related to the bay laurel, avocado and sassafras. Cinnamon is found in the form of a light brown quill or stick rolled from the inner bark of the laurel. When ground to a fine powder it has sweet woody fragrance. It is said to be one of the oldest spices and was traded widely in biblical times and was one of the reasons the Spanish queen sent Christopher Columbus off to the Spice Islands. The best is now sourced from Sri Lanka. Sticks of cinnamon are used in curries whole and removed just before serving. They can also be used to stir hot chocolate or even coffee or surprisingly tea; giving a soothing, delicious combination. Ground cinnamon is used in egg dishes and cakes, but in the Middle East it is used more for savoury dishes, sprinkled on chicken with rosewater or in couscous. Try ground cinnamon sprinkled over blood orange - simple but unbelievably good.

Cassia is thicker & coarser than cinnamon and a reddish brown colour. It is like a mixture of cinnamon and cloves together in taste. Ground cassia has a sweeter aroma which lingers much longer than cinnamon. For this reason cassia is used more and more often by commercial bakers in the West to lure customers, who probably think they are eating a cinnamon bun. About 98% of Australian bakers use cassia in stead of cinnamon as it is more strongly perfumed and pungent. Cassia comes mainly from China, Indonesia and Vietnam and it is harvested quite differently to Cinnamon. Pieces of cassia bark are used in dishes with a liquid content, such as fruit compotes. The powder is used to flavour cakes, pastries, milk puddings and spice blends. Ground Gourmet Essentials uses cassia in our Sweet Spice Mix and Ras al Hanout. Cassia is also one of the ingredients of 5-spice powder used in both China and Vietnam. In China it is used to make lu, a spiced stock used for simmering foods such as beef or poultry.

Recipe of the Season

Java Chicken

A really tasty recipe that is the best of fusion food.

Ingredients

1.4kg chicken
4 candlenuts ground
1/2 tsp [chilli](#) powder
2 tsp ground coriander
1 tsp grated galangal
1 garlic clove, crushed
1/2 tsp ground turmeric
4 tbsp oil
2 onions, chopped
700ml coconut milk
5cm length [cassia bark](#)
1 stalk lemon grass, bruised
2 tbsp lemon juice
salt to taste

Joint the chicken and cut into serving pieces. Mix the nuts, chilli, coriander, galangal, garlic and turmeric and pound to a paste in a pestle and mortar (add some oil if necessary). Rub this mixture over the chicken and allow to marinate for at least two hours.

When the chicken has marinated heat the remaining oil in a wok and fry the onion until golden then add the chicken pieces and fry until well browned. Gradually add the coconut milk, stirring all the while, and bring to the boil. Add the lemongrass and cassia then turn down to a simmer and cook for about 30 minutes. Stir-in the lemon juice, season with salt and serve with Jasmine rice.