



*Victoria Gourmet*



*Because Flavor is Everything*



# Victoria Taylor's® Seasonings ~ Jars & Tins



## Best Sellers

**Herbes de Provence** is far more flavorful than the traditional variety. A blend of seven herbs is highlighted with lemon, lavender, and the added punch of garlic. It's great with chicken, potatoes, and veal. Low Salt. Jar: 00105, Tin: 01505

**Toasted Sesame Ginger** is perfect for stir fry recipes and flavorful crusts on tuna and salmon steaks. It gets its flavor from 2 varieties of toasted sesame seeds, ginger, garlic, and a hint of red pepper. Low Salt. Jar: 00140, Tin: 01540

**Tuscan** combines rosemary with toasted sesame, bell pepper, and garlic. Perfect for pasta dishes and also great on pork, chicken, and veal. Very Low Salt. Jar: 00106, Tin: 01506

**Sicilian** is a favorite for pizza, red sauce, salads, and fish. The blend draws on traditional Italian recipes to create an aromatic combination of herbs and garlic, accented with red pepper and carrots. Very Low Salt. Jar: 00103, Tin: 01503

**Smoky Paprika Chipotle** is the first seasoning blend in the line with the distinctive smoky flavor of mesquite. The two spices most famous for their smoky character, chipotle and smoked paprika, work together to deliver satisfying flavor. Great for chicken, tacos, chili, pork, beans & rice, and shrimp. Low Salt. Jar: 00146, Tin: 01546

**Ginger Citrus** for chicken, salmon, and grains combines two of Victoria's favorite ingredients to deliver the big flavor impact that Victoria Gourmet is known for. The warm pungent flavor of ginger and the tart bright taste of citrus notes from orange and lemon combine for a delicious taste experience. Low Salt. Jar: 00144, Tin: 01544

**Honey Aleppo Pepper** gets its flavor character from a truly unique combination of natural honey granules and Aleppo Pepper. On the palette, the taste is both sweet and spicy with great depth. Honey Aleppo Pepper is recommended for chicken, fish, pork, and potato dishes. Jar: 00176, Tin: 01576







**7 Seed Crust** creates a satisfying, crunchy crust on salmon, chicken, or steak and makes delicious flatbreads and crackers. Victoria has combined 7 seeds with garlic, onion, black pepper, and spices to create a blend that delivers great flavor and texture. Very Low Salt. Jar: 00143, Tin: 01543

**Bread & Butter Pickling Spice** has a balance of sweet notes and some tang. Victoria's recipe for Bread & Butter quick refrigerator pickles is easy and delicious - an essential for any well stocked refrigerator. Salt Free. Jar only: 00182 **NEW**

**Cinnamon Chile Rub** for pork, chicken, and steak is inspired by the Jamaican Jerk style blend that marries sweet with savory. The darker Korintje cinnamon from Indonesia in this blend is more pungent than Chinese cinnamon. It is blended with chipotle and ancho peppers for depth of flavor and heat. Jar: 00145, Tin: 01545

**Cracked Black Pepper Rub** for steaks, chops, and chicken is Victoria's own twist on the classic grilling rub with more black pepper, plenty of onion and garlic, and less salt. The piece size is carefully designed for maximum flavor impact. Jar: 00165, Tin: 01565

**Curry** has a nice round flavor with just a hint of sweetness. It's just right for curried chicken and works nicely with a variety of curried vegetable recipes and rice dishes. Very Low Salt. Jar: 00104, Tin: 01504

**Dill Pickling Spice** makes spears with a satisfying sour bite and a distinct garlic note. These refrigerator dills are a BBQ essential. Salt Free. Jar only: 00183 **NEW**

**Kansas City Steak Rub** combines black peppercorns with brown sugar, paprika, garlic, mustard seeds, and herbs to create the perfect rub for BBQ, and for flavoring steaks and pork. Low Salt. Jar: 00108, Tin: 01508

**Mediterranean** is a robust and versatile blend dominated by oregano and garlic. It's a natural fit for focaccia, lamb, stuffed peppers, vegetables, and potato dishes. Low Salt. Jar: 00101, Tin: 01501

**Moroccan** for lamb, hummus, couscous, and chicken dishes gets its distinctive flavoring from cumin, garlic, and caraway. Low Salt. Jar: 00107, Tin: 01507

**Mulling Spices** for mulled cider and spiced wine is a wonderful balance of cinnamon, allspice, and cloves rounded out with citrus notes from orange and just a hint of licorice from anise star. Salt Free. Jar: 00113, Tin: 01513

**New Orleans** for shrimp, sausage, and beans gets its heat from cayenne and its flavorful character from onion, garlic, paprika, and cumin. The addition of herbs balances the heat in this Cajun style blend. Very Low Salt. Jar: 00109, Tin: 01509

**No Salt Lemon Pepper** combines the pungent and spicy flavor of coarsely ground premium black peppercorns with the bright flavor of fresh lemons and a hint of garlic, onion, and red bell pepper. Salt Free. Jar: 00155, Tin: 01555

**Pizza Seasoning** is blended especially for the pizza lover. It's just the right combination of garlic, pepper flakes, and herbs. Low Salt. Jar: 00154, Tin: 01554

**Seafood Seasoning** for white fish and other seafoods has flavor notes of chives, thyme, oregano, and lemon accented with onion and bell pepper. Salt Free. Jar: 00119, Tin: 01516

**Sesame Teriyaki** is great for stir-fry dishes and works best with chicken, fish, and veggies. The flavor has great depth with soy, garlic, and sesame all coming through. Low Salt. Jar: 00169, Tin: 01569

**Texas Red** for chili, fajitas, and beans combines seven different chilis and peppers including jalapeño and chipotle. The depth of flavor comes from cumin, garlic, onion, and herbs. Low Salt. Jar: 00111, Tin: 01511

**Toasted Onion Herb** is the classic blend for meatloaf, onion dip, pot roast, and beef stew. Garlic and three different kinds of onion give this seasoning its tangy and satisfying flavor. Jar: 00110, Tin: 01510

**Turkey Rub** for turkey, stuffing, and gravy is a sage and garlic based blend created specifically for the ultimate holiday dinner. It also works well with chicken and pork dishes. Low Salt. Jar: 00112, Tin: 01512

**Za'atar** is a staple in middle eastern cuisine and has become popular in the U.S. Use on flatbread or swirl into plain yogurt with a drizzle of olive oil. Low Salt. Jar: 00181, Tin: 01581 **NEW**

**Zesty Lemon Herb** is a great fresh tasting blend that works perfectly on seafood, chicken, and steamed or roasted vegetables. The lemon flavor comes through strong, bright, and clean. Jar: 00158, Tin: 01558

Seasoning Blends are available in Jars and Window Tins.

Seasoning Blends are all natural, non irradiated, gluten free (except Kansas City Steak Rub & Sesame Teriyaki), and free of any peanut products. Per 1 tsp. Serving: Salt Free is less than 5 mg sodium. Very Low Salt is 35 mg sodium or less. Low Salt is 140 mg sodium or less.





# Victoria Taylor's® Gourmet Ingredients



**Chipotle Pepper Flakes** deliver the flavor impact of smoky chipotle peppers in your favorite spicy dishes. Add to chili, pizza, Mexican dishes, soups, marinades, or dips. Salt Free. Jar: 00132, Tin: 01532

**Jalapeño Pepper Flakes** are for those of us that love spicy food. It's not just the heat that satisfies, it's also the flavor. Add them to chili, pizza, pasta, marinades, or any spicy recipe. Salt Free. Jar: 00130, Tin: 01530

**Red Pepper Flakes** are a staple in Victoria's kitchen. As a huge fan of red pepper flakes, Victoria chose these as the very best. Salt Free. Jar: 00131, Tin: 01531

**Fire-Roasted Onions** are a convenient alternative to fresh onions with the added depth of flavor from roasting. Add to sauces, dressings, or any recipe calling for fresh onion. Salt Free. Jar: 00166, Tin: 01566

**Fire-Roasted Tomatoes** are sweet with a touch of smoky flavor, great for Mexican dishes, soups, and salad dressings. Victoria loves this ingredient as a delicious substitute for sun-dried tomatoes. Salt Free. Jar: 00135, Tin: 01535

**Red Bell Peppers** are the sweetest of all bell peppers, and are prized for their color and sweet flavor. These are a versatile ingredient for soups, salads, and egg dishes. Salt Free. Jar: 00133, Tin: 01533

**Roasted Garlic Slices** give any recipe the signature flavor and aroma of fresh roasted garlic. Great for garlic mashed potatoes and stews, sauces, pasta recipes, and salad dressings. Salt Free. Jar: 00139, Tin: 01539

**Shallots** have a prominent role in many of Victoria's favorite recipes. These tangy, sweet flakes add a delicate onion flavor with a hint of garlic to sauces, soups, stews, and salad dressings. Salt Free. Jar: 00134, Tin: 01534

## Victoria Gourmet Display Rack

Rack Program: Buy 48 Window Tins and receive a free display rack. Side pocket for free recipe tear pads available upon request. Choose from one of the themed racks pictured below: best sellers, meat counter rack, seafood counter rack. Also available: gourmet ingredient rack, poultry rack. Or choose your own Window Tin varieties. Rack dimensions: 8"L x 11"W x 13"H. Item #00500.





# Victoria Taylor's® Origin Spices®

Victoria Taylor's® Origin Spices®: This 10 item line includes Victoria's selections of the highest quality premium spices that have been sourced from origins around the world. "What I discovered while tasting and evaluating all the options from different origins and corners of the globe, is the wide range of quality and flavor", said Victoria. After extensive tasting and sensory evaluation of flavor, aroma, and color, she has chosen the very best to become part of this new line.



## **Cumin, Origin: Rajasthan, India**

Cumin is an essential ingredient in Indian cuisine. The aroma is earthy and the flavor is bitter and warm. Salt Free. Jar: 02006

## **Ginger, Origin: Cochin, India**

This Cochin Ginger is most renowned in India. The flavor is aromatic, lemony, and biting. Salt Free. Jar: 02003

## **Mustard, Origin: USA**

Mustard is a domestic crop grown in the great plain states. The taste is pungent with a mild sweetness followed by bitter heat. Salt Free. Jar: 02004

## **Dark Dutch Cocoa Powder, Origin: Ivory Coast, Africa**

Dark Dutch Cocoa Powder is authentic Dutch processed cocoa powder with a high fat content (22%-24%). The cocoa beans are grown and harvested on the Ivory Coast of Africa where the worlds best cocoa grows. Salt Free. Jar: 02013  
**NEW**

## **Sumac, Origin: Turkey**

Sumac is a favorite in Middle Eastern cuisine to add acidity - as citrus is used in American cuisine. The tart citrus character acts as a flavor enhancer in recipes. Jar: 02014 **NEW**

## **Roasted Garlic, Origin: USA**

Garlic that has been roasted has a deeper, slightly sweeter flavor. This garlic is grown and harvested in California, and roasted in the USA. Salt Free. Jar: 02012 **NEW**

## **Turmeric, Origin: Malabar Coast, India**

Turmeric is prized for its intense golden color and its many health benefits. The aroma is earthy and the flavor is pleasantly warm and slightly bitter. Salt Free. Jar: 02011  
**NEW**

## **Paprika, Origin: Spain**

The Queen of red chili powders, Spanish Paprika has a depth of flavor from slightly sweet to faintly bitter. Salt Free. Jar: 02005

## **Cinnamon, Origin: Vietnam**

Vietnamese Cinnamon is the gold standard. The pungent flavor is sweet and woody. Salt Free. Jar: 02001

## **Nutmeg, Origin: East Indies**

Nutmeg originated on Banda Island which became part of the Dutch East Indies. The flavor is warm and highly aromatic. Salt Free. Jar: 02002



# Victoria Taylor's® Seasonings ~ Small Jars



**Ham Glaze** creates a delicious glaze with flavors from honey, maple, clove, and cinnamon with a hint of spicy heat. Salt Free. Jar: 02010

**Apple Pie Spice** provides wonderful flavor and aroma to apple pie and apple crisp by combining cinnamon, lemon, cloves, nutmeg, and ginger. Salt Free. Jar: 02008

**Pumpkin Pie Spice** has cinnamon, clove, ginger, nutmeg, and allspice combined with natural pumpkin and a hint of maple and vanilla for that signature pumpkin pie flavor. Salt Free. Jar: 02009

**Chili Powder** is traditionally a blend of chilis, garlic, cumin, and oregano. Victoria's version includes paprika, ancho, and a hint of chipotle. Low Salt. Jar: 02007

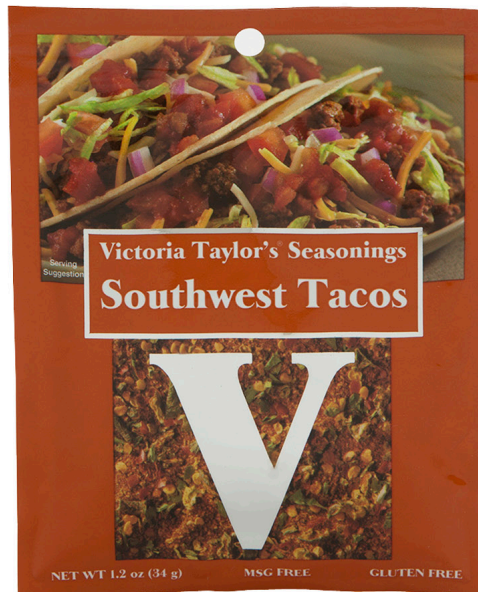
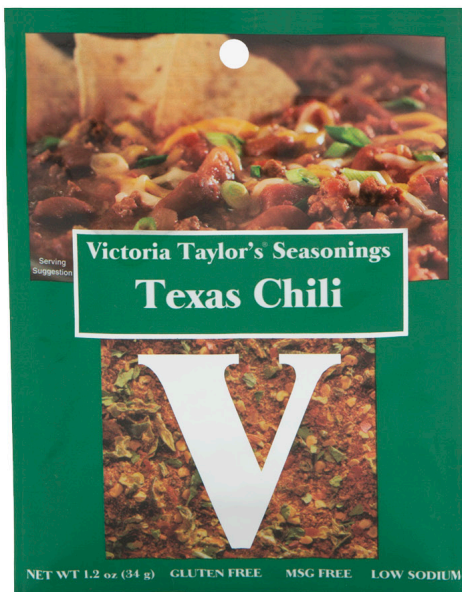
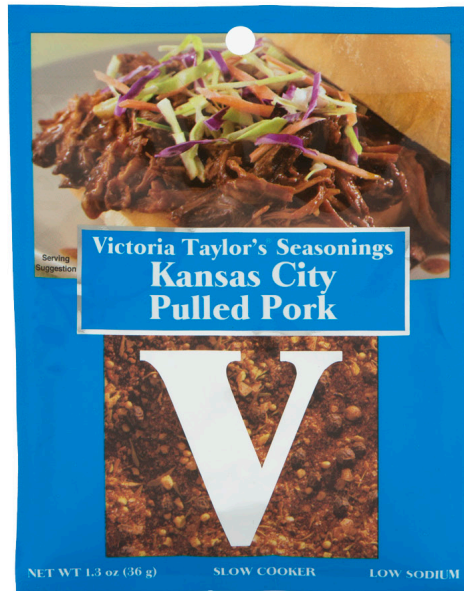
**Bacon Glaze** The sweet notes from honey, maple, and clove are balanced with the spicy character of paprika and black pepper to create the perfect balance of sweet and spicy that makes bacon even better than bacon. Salt Free. Jar: 02015 **NEW**





# Victoria Taylor's® Recipe Packets

Introducing Victoria Taylor's NEW Recipe Packets. Available in 6 varieties: Each packet comes with a recipe on the back as well as a QR code that links to online recipe demo videos. The recipe packets provide consumers with simple meal solutions, convenience, and value. The suggested retail price range for the packets is \$1.79-\$1.99. The packets are merchandised in display ready boxes of 12 and sold in cases of 24 (2 display boxes).



**Toasted Onion Dip** Packet: 70002  
Case: 72402 **NEW**

**Kansas City Pulled Pork** Packet: 70004  
Case: 72404 **NEW**

**Classic Meatloaf** Packet: 70003  
Case: 72403 **NEW**

**Texas Chili** Packet: 70001  
Case: 72401 **NEW**

**Southwest Tacos** Packet: 70005  
Case: 72405 **NEW**

**Sesame Teriyaki Stir Fry** Packet: 70006  
Case: 72406 **NEW**



# Victoria Taylor's® Culinary Salts & Peppers



**Anglesey Sea Salt** is harvested from the clean ocean waters off the southwest coast of the Isle of Anglesey in Wales. This crystallized salt has a soft, flaky texture that crumbles easily between your fingers. Jar: 00116

**Australian Flake Salt** is a beautiful light pink color and has a delicate texture that comes from the fluffy crystals that are reminiscent of snowflakes. This salt delivers a subtle, fleeting crunch that adds a wonderful dimension to any dish. Jar: 00141

**CELTIC SEA SALT®** is a product of natural crystallization of the ocean waters near Brittany, France. Harvested by hand, CELTIC SEA SALT® retains the ocean's true essence. Jar: 00118

**Trapani Sea Salt** is harvested from the Sicilian Sea using century old methods. Use for cooking or in the salt mill. Jar: 00115

**Pepper Mill Mix** is a carefully crafted combination of black, white, and green peppercorns and pink pepperberries and allspice berries. Jar: 00114

**Premium Black Peppercorns** are sourced from the Malabar coast of India. They are dark and pungent. Chosen for their quality and their strong presence of aromatic oils, these peppercorns will add the satisfying, spicy character of black pepper to any recipe. Jar: 00142

**White Peppercorns** have the characteristic spicy pepper flavor with a bit more pungency and heat. Jar: 00137





# Victoria Taylor's® Brining Blends



**The Traditional Brining Blend** yields flavor notes from garlic, rosemary, citrus, and a hint of allspice berries. It's a perfect fit for holiday turkeys and chicken. Jar: 7100

**The Spicy Brining Blend** has pungent notes from black peppercorns, jalapeños, and cumin with garlic and coriander. A great brine for shrimp and pork. Jar: 7300

**The Smoky Brining Blend** relies on hickory smoked salt and mesquite notes from chipotle peppers to deliver a subtle smoke flavor. This blend is a great choice for turkey and white fish. Jar: 7200

**The Asian Brining Blend** delivers layers of flavor including sesame, garlic, coriander, and ginger, with a hint of anise, making it a great choice for pork tenderloin or shrimp. Jar: 7400

**Why Flavor Brining?** Flavor Brining delivers moist and tender meat with great flavor. The salt solution infused with flavor from the addition of whole herbs, spices, and aromatics penetrates the cells of the meat, plumping them with moisture and flavor. Victoria Taylor's Brining Blends combine clean tasting California sea salt with Demerara sugar and spices such as star anise, green peppercorns, black sesame seeds, and chipotle peppers ~ all infused with aromatics like sesame oil, rosemary oil, and citrus oil. The result is layers of great flavor.





# Victoria Taylor's® Gift Trios



Victoria Taylor's Gift Trios ~ create your own trio or choose from one of our themes ~ in jars or tins

**Cooks Daily Trio** ~ Sicilian/Toasted Onion Herb/Texas Red  
Jar: 00922, Tin: 00822

**Poultry Trio** ~ Ginger Citrus/Tuscan/No Salt Lemon Pepper  
Jar: 00928, Tin: 00828

**BBQ Rub Trio** ~ Cinnamon Chile Rub/Kansas City Steak Rub/Smoky Paprika Chipotle  
Jar: 00927, Tin: 00827

**Gourmet Ingredient Trio** ~ Fire Roasted Tomatoes/Roasted Garlic Slices/Shallots  
Jar: 00929, Tin: 00829

**Dipping Oil Trio** ~ Mediterranean/Tuscan Seasoning/Herbes de Provence  
Jar: 00923, Tin: 00823

**Pepper Flake Trio** ~ Chipotle Pepper Flakes/Red Pepper Flakes/Jalapeno Pepper Flakes  
Jar: 00930, Tin: 00830

**Seafood Trio** ~ Ginger Citrus/Seafood Seasoning/Toasted Sesame Ginger  
Jar: 00926, Tin: 00826





# Victoria Taylor's® Seasonings

## Key Selling Features & Points of Difference

### Uncompromising Flavor & Quality

- ~ Large pieces vs. fine grind – piece size matters
- ~ Bigger Pieces = More volatile oils = More flavor
- ~ Great, colorful appearance is more appetizing
- ~ Every production lot personally inspected by Victoria
- ~ Guaranteed Product Quality and Consistency

### All-natural

- ~ Non-irradiated
- ~ No peanut products, No MSG
- ~ No additives or fillers
- ~ Gluten Free<sup>1</sup>

### No-salt or low-salt

### Focus on Flavor

- ~ Primary recipe applications for each blend
- ~ Each blend has a unique flavor profile and character

### Easy

- ~ Create flavorful recipes quickly
- ~ Work with many cooking methods

**Flavor:** The flavor in herbs and spices comes from volatile oils. When dried herbs and spices are ground into a powder, valuable oils and flavor begin to evaporate. The larger pieces of Victoria Taylor's® Seasoning Blends mean the oils stay in the herbs, delivering more flavor into foods as they are prepared.

**Packaging:** Victoria Taylor's® Seasoning Blends are available in window tins and jars for retail as well as bulk for food service. Bulk packaging includes 4 cup and 5QT containers as well as by the pound.

**Appearance:** Victoria Taylor's® Seasoning Blends consist of large, easily identifiable pieces, unlike powdery grocery store blends, providing an attractive appearance in recipes.

**Recipe Focus:** Victoria Gourmet's website acts as an on-line recipe resource for consumers and wholesale customers.

### Victoria Gourmet Best Sellers

- 1) Herbes de Provence
- 2) Smoky Paprika Chipotle
- 3) Tuscan
- 4) Toasted Sesame Ginger
- 5) Sicilian
- 6) Ginger Citrus
- 7) No Salt Lemon Pepper
- 8) Honey Aleppo Pepper
- 9) Sesame Teriyaki
- 10) Toasted Onion Herb

(1) Kansas City Steak Rub and Sesame Teriyaki Seasoning contain Wheat and Soy





***On her Blends***

“Many of my blends have unusually large pieces creating a coarser texture. It takes special blending equipment to make my formulas. The bigger pieces have more oils. More aromatic oils equals more flavor”

***On Low Salt Blends***

“Most of our seasoning blends are low salt or very low salt. That means salt is not the first item on the ingredient statement like it usually is in most of the blends you see in the marketplace.”

***On her recipe obsession***

“It’s the recipes that create confidence and inspire creativity. I have a recipe on every jar and I have hundreds of recipes on our website: [www.vgourmet.com](http://www.vgourmet.com).”

***On Sea Salt***

“I tasted more than 30 different salts before I selected the 4 varieties that are in my line. The Anglesey Sea Salt is my personal favorite. Once you have tried a good quality sea salt, you will never go back to the highly processed granular salt we all grew up with.”

***On Brining***

“Brining changes everything. After you brine your first turkey and taste the results, you will be a fan of brining forever. Getting the flavor to come through was a challenge. I added all-natural aromatic oils to my brining blends. That’s what makes my brines stand out compared to others in the market.”

***On Origin Spices***

“What I discovered while tasting and evaluating all the options from different origins and corners of the globe, is the wide range of quality and flavor. After extensive tasting and sensory evaluation of flavor, aroma, and color, I chose the very best to become part of this new line.

