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More Than a Century of Zatarain's

Product Fact Sheet

Zatarain's prides itself on delivering great tasting, high quality products for 120 years, and is the nationwide standard for authentic New Orleans-Style cuisine. Since Emile A. Zatarain, Sr. obtained his first product trademark and started to market root beer extract in 1889, his expertise in blending spices paved the way for the company that now encompasses more than 200 food products like Creole Mustard, Rice Mixes, Seafood Boils, Breadings, and other products based on authentic New Orleans-Style cuisine. Here are some of Zatarain's favorites:

Authentic New Orleans-Style Flavorings

ZATARAIN'S® Root Beer Extract: Emile Zatarain's first product in 1889 was root beer, and the company still packages this root beer extract to this day. This concentrate comes with directions for old fashioned bottled preparation, or easy preparation by the pitcher. Thick and creamy, kids love it and so will the kid in you. (MSRP \$1.99)

ZATARAIN'S® Creole Mustard: Zatarain's Creole Mustard is one of the original products introduced by Emile Zatarain in the early 1900s. It is coarse, stone ground mustard with a uniquely vibrant flavor that has earned it a place on many New Orleans' tables and in many New Orleans po-boy sandwiches. (MSRP \$3.79 for 12 oz.)

ZATARAIN'S® Creole Seasoning: Zatarain's Creole Seasoning adds a deliciously different taste to everything you shake it on. This seasoning can be used in place of salt and pepper on meats, seafood, salads and vegetables; perfect for soups, stews and omelets. (MSRP \$1.69 for 8 oz.)

ZATARAIN'S® Blackened Seasoning: This spicy seasoning blend is rubbed on the outside of fish (or chicken, steak or other meats) for blackening. Also great as a seasoning rub for the grill or broiler. (MSRP \$3.59)

ZATARAIN'S® Gumbo Filé: Made from the dried leaves of the sassafras tree, filé is the essential seasoning for gumbo. Shake a little on top of gumbo or soups just before serving as a delicate seasoning and thickener. (MSRP \$2.29)

ZATARAIN'S® Prepared Horseradish: All natural horseradish. Use in dips, cocktail sauces or by itself. (MSRP \$1.99)

ZATARAIN'S® Rice Pudding Mix: With its strong southern heritage, New Orleans-Style Rice Pudding is a versatile dish whether served hot or cold. Try this easy mix for yourself and dress it up with cinnamon, sugar or raisins. (MSRP \$2.19)

Entrée and Side Dish Mixes

ZATARAIN'S® Jambalaya Mix: A delicious, traditional New Orleans dinner dish made with rice, spices and your choice of meat or seafood (or both). Each package plus one pound of meat or seafood makes six cups of Jambalaya with a total preparation time under 30 minutes. Great with chicken, ham, sausage, shrimp or game. Also available in Brown Rice Jambalaya and Jambalaya with Cheese. (MSRP \$2.19)

- Also available in ZATARAIN'S® Reduced Sodium Jambalaya, with 25% less sodium than the original mix (MSRP \$2.19)

ZATARAIN'S® Red Beans & Rice Mix: Red Beans & Rice is a traditional Monday dinner in New Orleans and has wide appeal today. This mix has precooked beans so total preparation time is under 30 minutes. Great with sausage or pork chops as a side dish or entree, or straight as packaged for a meatless meal. (MSRP \$2.19)

- Also available in ZATARAIN'S® Reduced Sodium Red Beans & Rice, with 25% less sodium than the original mix (MSRP \$2.19)





ZATARAIN'S® Dirty Rice Mix: A Louisiana recipe of rice, spices and ground meat or ground sausage. Each package plus one pound of meat makes six cups of dirty rice mix with a total preparation time of 30 minutes. Also available in Dirty Brown Rice Mix and Dirty Rice with Cheese. (MSRP \$2.19)

- Also available in ZATARAIN'S® Reduced Sodium Dirty Rice, with 25% less sodium than the original mix (MSRP \$2.19)

ZATARAIN'S® Gumbo Base: Purists know that gumbo is traditionally cooked without rice and then served poured over rice. This base prepares nine cups of gumbo by this traditional method. You'll need 1 to 1 1/2 pounds of seafood or meat plus some cooked rice to put in the bottom of the bowl. Also available with rice. (MSRP \$2.99)

ZATARAIN'S® Etouffee Base: Etouffee is a Cajun-French word meaning "smothered." This base makes a deep brown sauce perfect for shrimp or crawfish etouffee. You'll need one pound of shrimp, crawfish or other meats such as chicken, plus some cooked rice to serve over. This mix is very versatile and is featured in many recipes. (MSRP \$2.99)

ZATARAIN'S® Pasta Dinner Mixes: The fun of pasta with the flavor of New Orleans! Just add chicken, sausage or shrimp to complete an easy-to-prepare dinner your whole family will love. Available in Alfredo Pasta Mix, Gumbo Pasta Dinner Mix, Jambalaya Pasta Mix and Scampi Pasta Dinner. (MSRP \$3.19)

Seafood Boils

ZATARAIN'S® Crab & Shrimp Boil (3 oz. Dry): This is the original Zatarain's Crab & Shrimp Boil with seven spices and seasonings in a porous boil-in-bag. One bag plus salt perfectly seasons up to four pounds of crawfish and shrimp or up to one dozen crabs. This is the secret ingredient in many seafood recipes. (MSRP \$1.59)

ZATARAIN'S® Liquid Crab and Shrimp Boil Concentrate (4 oz.): Contains the essential oils of the spices and seasonings in the original Crab & Shrimp Boil. A capful added to a pot of boiling potatoes, corn or other vegetables gives them a spicy kick as well. Also available in lemon flavor. (MSRP \$2.29)

Ready-to-Serve Complete Meals

ZATARAIN'S® Ready-to-Serve Complete Meals: Enjoy the delicious flavors of Zatarain's in 60 seconds with Ready-to-Serve Complete Meals. Available in Jambalaya with Sausage, Red Beans & Rice with Sausage, Dirty Rice with Pork, Blackened Chicken with Yellow Rice, and Sausage and Chicken Gumbo. (MSRP \$2.79)

Breadings

ZATARAIN'S® Crispy Southern Fish-Fri® (12 oz.): The perfect blend of corn flour and corn cones with our seasoning blend and real lemon for crispy fish every time. (MSRP \$2.49)

ZATARAIN'S® Seasoned Fish-Fri® (12 oz.): Corn flour breading with a special seasoning blend and added lemon. Perfect for seafood and all fried vegetables. (MSRP \$2.49)

ZATARAIN'S® Bake & Crisp (8 oz.): The perfect oven breader made with panko-style breadcrumbs delivers crispy texture straight from the oven. Available in Chicken, Seafood, and Pork Bake & Crisp. (MSRP \$2.49)

ZATARAIN'S® Hush Puppy Mix (12 oz.): Use this batter to make traditional Southern corn fritters. (MSRP \$2.49)

Visit www.zatarains.com for more information, recipes, tips and an online store featuring more than 200 Zatarain's products and recipes.

