

Pleasoning®

GOURMET
SEASONING

2109 Ward Avenue
La Crosse WI 54601

Something Special
from
Wisconsin

www.pleasoning.com



Family Owned

and Operated Since 1952!

Catalog

Thank you for choosing PLEASONING® Gourmet Seasoning!



* We have 36 different seasoning blends to help give your cooking that gourmet flavor without all the work.

* Our blends come in three different sizes and can be ordered in any amount.

* Our most popular seasoning is “**All-Purpose Pleasoning®**” (page 3).

* Save money when you buy the bigger sizes! For example: the 2.2 oz. shaker of the “All-Purpose” Pleasoning costs \$1.86 per ounce, the 9.5 oz. shaker costs only \$1.32 per ounce, the 4 lb. bulk can costs only 61¢ per ounce. Buy bigger and save!

* Our **PLEASONING® Merchandise** is great for that **PLEASONING®** person in your life. There are t-shirts, aprons, hats and even a cookbook! (page 19)



* Our “**Frequently Asked Questions**” (page 20) will hopefully answer any questions you may have about our products.

* Each month a different blend is on sale (table and family sizes only), be sure to check out our “**Monthly Specials**” on pages 10 & 13.

We hope you have fun experimenting with our seasoning blends. Try replacing the spices in your recipes with one or more of our blends. You’ll soon find out which blends you like the best and you’ll have fun doing it!



3 Easy Ways to place an order!

Mail us your order!

Fill out the order form on page 22 and mail with payment to:
Pleasoning, 2109 Ward Avenue
PO Box 2701, La Crosse, WI 54602

Give us a Call!

Call 800-279-1614 or 608-787-1030
To place a credit card order.
Our hours are: Monday - Friday,
8:30 AM - 5:00 PM Central Time

Order on the Internet!

www.pleasoning.com
We have a secured site for your ordering convenience.



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PLEASONINGS'S Story

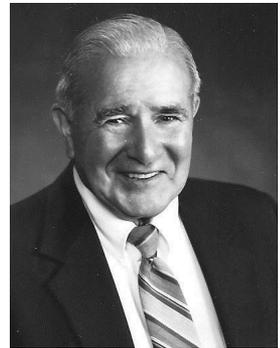
Want excitement and romance in your eating? Maestro Francesco Italiano (Frank) created the PLEASONING blend for you! Through the combination of his musical expertise and a chemistry background he created taste sensations (his Italian mother's use of herbs and spices helped) that you will never want to be without. Frank developed his seasonings to have less sodium than table salt. Your taste buds will lead you to believe they have more salt than they actually do! Aided by his fine sense of gourmet flavor, he treated his herbs and spices as he would treat the musicians in an orchestra, hushing them up to bring other melodies out, allowing harmonies to thrill the senses and bringing out the musical sounds (or gourmet flavors) the composers wanted.

Maestro Italiano traced his research work with seasonings back to his experiences in World War II. Having emerged from college with a chemistry and speech degree in education, he was offered a position if he could also handle the high school music department! His high school and college years were filled with musical experiences involving the clarinet. Summer courses in music education got him the job. He distinguished himself by producing high school bands that won awards for their performances. When the war broke out, he chose to enlist to serve the country that had become home to his Italian parents.

When the war ended, his Navy ship took him to Shanghai, China, where he conducted the Shanghai Symphony during its 1945 to 1946 season. He received a special assignment as an official cultural representative to the Government of China during this period. He was invited to the homes of many important merchants and military people and became accustomed to another type of gourmet eating. Once he returned home to resume his teaching career - his two loves - eating and good music continued to blossom. He spent weekends experimenting with herb and spice blends to satisfy his tastes because nothing on the American market filled the need. When his fellow teachers were given some to try - they kept coming back for more. In 1952 he was forced to put it on the market because of the demand of its many users. Frank's creative mind came up with the name **PLEASONING** and a seasoning business was born.

Maestro Italiano was prominent as an orchestra director and a music educator for over 60 years. Some of the distinguished conductors he studied with were Leonard Bernstein, Dr. Thor Johnson and William Henry Smith. He won many awards over the years and conducted hundreds of great works (including 35 performances of Tchaikovsky's "1812 Overture"). Frank, along with his wife Lenore, were the founders of the "Symphony School of America" and "the La Crosse Youth Symphony". Frank also started an adult band called the "Da Capo Band". Paul Boarman, his son-in-law, was the conductor for 14 years. Frank's granddaughter, Jaime Boarman Greenfield, is now the conductor..

Pleasoning has been in business in La Crosse, WI since 1952. Frank worked the business until age 83 and passed away in 2006. His wife, Lenore, retired from Pleasoning in 2007. Their daughter, Kathy, and son-in-law, Paul Boarman, now own the business. They along with their son, Dominic, are the **ONLY** employees.



Frank Italiano
1915 - 2006

001 All-Purpose Our Most Popular Seasoning!

On many restaurant tables in the Midwest. Use in place of salt and pepper. Great on hamburgers, meat, fish, vegetables, eggs, french fries, popcorn and cottage cheese. Use it in casseroles, stews and soups.

130 mg sodium per ¼ tsp. 78% less sodium than table salt!

Ingredients: SALT, SPICES, GROUND GRAINS (wheat, corn, rice, barley or sesame), ONION, MSG, GARLIC, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

002 Chili A Complete Chili Seasoning!

You'll never use chili powder again! Champion Chili Cook-off recipe on the label and next page! Try it on fish or in your favorite casseroles and dips.

80 mg sodium per ¼ tsp. 86% less sodium than table salt!

Ingredients: SPICES (to include cumin, cayenne, chili peppers), SALT, GARLIC, ONION, NATURAL FLAVOR, SMOKE, TRICALCIUM PHOSPHATE (for free flow).

003 Cinful® Start Each Day In A Cinful® Way!

Sprinkle it on toast, rolls, cookies, puddings, rice, etc. Put some on your oatmeal for a "Cinful" breakfast. This special blend has a generous amount of Extra-Fancy Cinnamon plus selected spices from the East Indies, Ceylon, Malaya, China and Jamaica.

Ingredients: SUGAR, CINNAMON, NUTMEG, ALLSPICE, SPICES.

004 Pumpkin Spice

The only spice you'll need for GREAT homemade pumpkin pie. Recipe is on the label!

Ingredients: CINNAMON, NUTMEG, ALLSPICE, SPICES

005 Cinnamon (Extra Fancy) Rich Gourmet Flavor!

Only this type of cinnamon, from the quills of a rare oriental cinnamon tree, is rated "Extra Fancy". It has a richer flavor...taste the difference! Use it when baking. Great in your desserts and even cidar!

Ingredients: CINNAMON

006 Garlic Garlic A Garlic Lover's Dream!

Stronger than a clove of garlic, so use it with someone you love! Enjoy this terrific taste temptation. Use as you would garlic powder. **Sodium-Free!**

Ingredients: GARLIC, GROUND GRAINS (corn, rice or sesame), GARLIC EXTRACTS, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

007 Frank's Blend A Great Gourmet Seasoning!

This blend of herbs and spices brings out the rich flavors of good food. Fantastic on all meats, in spaghetti sauce, soups, salads, stir fry, casseroles and Greek dishes.

150 mg sodium per ¼ tsp. 75% less sodium than table salt!

Ingredients: SALT, GROUND GRAINS, (wheat, corn, barley, rice or sesame), SPICES, GARLIC, ONION, MSG, LEMON OIL, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

Prices and sizes are on Pages 11 & 12

800-279-1614

www.pleasoning.com



Recipes



Easy Tossed Salad

- lettuce
- tomato
- fresh vegetables
- 1 Tbl. olive oil
- 1/2 tsp. wine vinegar
- “All-Purpose” Pleasoning®
- OR “Frank’s Blend” Pleasoning®
- OR “Seafood” Pleasoning®

Cut up lettuce, tomato and other vegetables. Season with the **Pleasoning®** of your choice. Toss well, add olive oil (may need more if large salad), toss. Add wine vinegar, toss again. Adjust to taste.

Cinfal® Apples

Mix together the following:

- 1/4 cup plain yogurt
- 1 apple (cut into pieces)
- 1 tsp. “Cinfal®” PLEASONING®

Slow Cooker Egg Casserole

- 1 bag (32 oz.) frozen hash brown potatoes
- 1 lb. cooked ham, chopped
- 1/2 cup onion, chopped
- 1 chopped green bell pepper
- OR red bell pepper
- 1 1/2 cup shredded cheddar cheese
- 12 eggs
- 2 tsp. “Original” Pleasoning®
- OR “All-Purpose” Pleasoning®
- 1 cup milk

Spray inside of slow cooker with nonstick cooking spray. Place 1/3 of the frozen hash browns in the slow cooker. Add 1/3 of the ham, onion, pepper and cheese. Repeat layers, end with the cheese. In a large bowl, beat the eggs, **Pleasoning®** and milk until well mixed. Pour over the ingredients in the slow cooker, cover and turn on “LOW”. Cook for 10-12 hours, until eggs are set and casserole is thoroughly cooked. Serves 10-12.

Pleasoning Chili

- 1/2 cup onion, chopped
- 1/2 cup celery, chopped
- 1 lb. ground beef (or meat of choice)
- 1 can (15 oz.) tomato sauce
- 1 can (16 oz.) kidney beans
- 1/2 cup water
- 2 tsp. “Chili” Pleasoning®

Brown onion, celery and ground beef. Drain excess grease. “Mash” half of the kidney beans, before combining all the ingredients. Simmer at least 1/2 hour. Add more “Chili” Pleasoning® or “Caution!” Pleasoning® if you want it spicier. Serves 4

Tasty Burgers

- 1 pound ground beef (or meat of choice)
- 1/2 onion - diced
- 1 Tbl. PLEASONING®
- (All-Purpose, Chili, Garlic Garlic, Frank’s Blend, Italian, Pizza, Pork, Lena’s Uffda, Steak’n’Game, Greek, Taco, Cajun, Tasty 2, Original, Caution!, Chicken, Jamaican Jerk, etc.)

You can have a different taste every night!

Easy Soup Broth

- 4 quarts water
- 6 to 8 chicken wings
- 1/2 cup sm. onion, chopped
- 1/4 cup grated Romano Cheese
- 2 Tbl. “Frank’s Blend” Pleasoning®

Combine all ingredients in a large kettle. Bring to boil, cover and simmer for 3 hours. Remove chicken and cut chicken from bones. Add your favorite vegetables and pasta for a delicious soup! **No need for soup base or bouillon cubes!**



Pleasoning Cookbook page 19

008 Italian Old Sicilian Blend!

Excellent for seasoning your spaghetti sauce, meatballs or on your pizza. No additional seasoning or salt is necessary. Use this original old world seasoning in your favorite Italian sausage recipe. Great on venison!

110 mg sodium per ¼ tsp.

81% less sodium than table salt!

Ingredients: SALT, SPICES, SUGAR, GARLIC, MSG, TRICALCIUM PHOSPHATE (for free flow).

009 Lemon Pepper Made with REAL Lemon Oil!

The ultimate in the marriage of the highest quality pepper and lemon oil. Use on steaks, fish, salads, roast beef, etc. The high pepper oil in this special grind of pepper combined with REAL lemon oil adds to your eating enjoyment. **Sodium - Free!**

Ingredients: PEPPER, LEMON OIL

010 Salt Free Herbal No salt, sugar, pepper or MSG!

Use in place of salt and pepper. A balanced blend of herbs and spices that compliments and brings out the rich flavors of food. No single ingredient overpowers the natural flavors of good food. **Sodium - Free!**

Ingredients: GROUND GRAINS (corn, rice or sesame) GARLIC, SPICES, NATURAL FLAVOR.

011 Pepper Pepper Enjoy it's Exquisite flavor!

This pepper has a high oil of pepper content and an intriguing aroma from the larger grind of pepper corns ... and it's sneezeless! Use it to season poultry, beef, pork, lamb, game, fish, casseroles, cottage cheese & more!

Sodium - Free!

Ingredients: PEPPER

012 Pizza The Original Italian Pizza Treat!

Pizza sauce recipe right on the label! Good on hamburgers and in casseroles. Put it on your frozen pizza to add some pizzazz!

180 mg sodium per ¼ tsp.

70% less sodium than table salt!

Ingredients: SALT, SUGAR, SPICES, MSG, GARLIC, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

013 Pork You'll Enjoy the Unique Flavor!

The secret of many restaurants. Season your ribs, roasts, chops, ground pork, breakfast patties, even chicken! Once you try it, you'll never want to eat pork without it!

170 mg sodium per ¼ tsp.

71% less sodium than table salt!

Ingredients: SALT, SPICES, GARLIC, MSG, TRICALCIUM PHOSPHATE (for free flow).

014 Bar-B-Que Spice Easy Bar-B-Que Sauce!

Just add to ketchup for a great sauce (1 tablespoon "Bar-B-Que Spice" and 1/2 cup ketchup). Brush on your chicken, ribs, pork chops, etc. Never have old Bar-B-Que Sauce bottles in the fridge again!

80 mg sodium per ¼ tsp.

86% less sodium than table salt!

Ingredients: SPICES, SALT, GARLIC, GROUND GRAINS (wheat, corn, rice, barley or sesame), HONEY, STARCH, SMOKE, TRICALCIUM PHOSPHATE (for free flow).



Recipes



Spaghetti Meat Sauce

- 1 lb. ground beef
- 1/2 lb. unseasoned ground pork
- 1 cup onion, diced
- 3/4 cup celery, diced
- 1 Tbl. "Italian" Pleasoning®
- 1 1/2 Tbl. grated Romano
OR Parmesan cheese
- 1 can (15.5 oz.) tomato sauce
- 1 med. tomato, cubed
- 1 quart tomato juice
- 1 Tbl. "Frank's Blend" Pleasoning®

Sauté beef, pork, onion and celery. Sprinkle the "Italian" Pleasoning® over the mixture as it is browning, drain grease. Add remaining ingredients. Cover and simmer for at least 1/2 hour. For thicker sauce, simmer longer. Add sugar to taste. Makes 3 quarts.

Fast Spaghetti Sauce

- 1 lb. ground beef
- 1 small onion, chopped
- 1 Tbl. "Italian" Pleasoning®
- 1 jar (24 oz.) of your favorite sauce
(Ragu, Prego, etc.)
- 1 Tbl. "Frank's Blend" Pleasoning®

In a skillet, brown the ground beef and onion with "Italian" Pleasoning®, drain grease. Warm sauce adding "Frank's Blend" Pleasoning®. Add beef mixture, simmer 10 minutes.

Homemade Pizza Sauce and Meat Topping

Sauce:

- 1 can (8 oz.) tomato sauce
- 1 1/2 tsp. "Pizza" Pleasoning®
- 1 Tbl. grated Romano cheese.

In a small pan, combine and heat ingredients, simmer 10 minutes. (enough for 2 pizzas)

Meat:

- 1/2 lb. ground beef or pork
- 1 1/2 Tbl. "Italian" Pleasoning®
- 1/2 Tbl. "Frank's Blend" Pleasoning®

Brown meat with Pleasonings, drain. (enough for 2 pizzas)

Lasagna

- 1/4 cup grated Parmesan
OR Romano cheese
- 1 lb. Ricotta cheese
OR small curd cottage cheese
- 8 oz. shredded mozzarella cheese
- 1 tsp. "Frank's Blend" Pleasoning®
- 4½ cup Spaghetti Meat Sauce (recipe to left)
OR Fast Spaghetti Sauce (recipe to left)
- 1 lb. cooked lasagna noodles

Mix together the cheeses and Pleasoning. Pour 1/2 cup sauce in bottom of 9x13 pan. Add layer of noodles then cheese mixture, then 1 cup sauce. Repeat three times. Cover with foil, bake 30 to 45 minutes at 350°, or until bubbling. Serves 8

Italian Meatballs

- 1/2 lb. ground beef
- 1/2 lb. unseasoned ground pork
- 1/4 onion, minced
- 1 egg, slightly beaten
- 1/4 cup "Breading Mix" Pleasoning®
- 1 Tbl. "Italian" Pleasoning®

Mix all ingredients together. Form into 1 inch balls. Brown in 1 tablespoon oil (olive or vegetable). When cooked, place in your favorite spaghetti sauce. Makes 24 meatballs. For appetizers: Make smaller meatballs.

Sloppy Joe Sandwiches

- 1 lb. ground beef
- 1 medium onion, chopped
- 1/2 cup ketchup
- 1 Tbl. "Bar-B-Que Spice" Pleasoning®
- 1/2 cup water

Brown meat & onion, drain grease. Mix ketchup and Pleasoning®. Add to meat mixture along with the water, simmer 15 minutes, add more water as needed. Serve on buns.

016 **Seafood** For Easy Gourmet Seafood!

Gives your fish and seafood, even salads, a great flavor. The secret of many Seafood Restaurants! Use in place of salt and pepper.

140 mg sodium per ¼ tsp. 76% less sodium than table salt!

Ingredients: SALT, GROUND GRAINS (wheat, corn, rice, barley or sesame), SPICES, ONION, GARLIC, MSG, LEMON OIL, TRICALCIUM PHOSPHATE (for free flow).

017 **Lena's Uffda** Just like Grandma's!

Nutmeg makes the difference! Great Norwegian meatball recipe on the label. Try it on beef, in cream sauces or casseroles. Grill some great "Uffda" burgers!

170 mg sodium per ¼ tsp. 71% less sodium than table salt!

Ingredients: SALT, SPICES (to include nutmeg), ONION, GARLIC, TRICALCIUM PHOSPHATE.

018 **Star Anise** Enjoy this Rare Imported Spice!

This rare, imported Star Anise (grown only in certain areas of China) has a flavor which is much more aromatic than common Anise. Recipe on label for "Anise Frosted Puffs" (self-frosting cookies). **Ingredients:** STAR ANISE

019 **Steak 'n' Game** Delicious Old World Blend!

Use in place of salt and pepper on steaks, lamb, game, etc. Try it in your beef or venison jerky recipe. Great in soups too! Marinade recipe on label.

200 mg sodium per ¼ tsp. 66% less sodium than table salt!

Ingredients: SALT, SPICES, GROUND GRAINS (wheat, corn, rice, barley or sesame), GARLIC, ONION, MSG, LEMON OIL, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

020 **Greek** The Ultimate Greek Seasoning!

Use as you would an all-purpose seasoning. Great on beef, in salads and soups. Made with REAL lemon oil. Adds flavor to frozen meals and pizzas!

75 mg sodium per ¼ tsp. 87% less sodium than table salt!

Ingredients: SALT, SPICES, GARLIC, SUGAR, LEMON OIL, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

021 **Taco** Create Great Mexican Treats!

Make great tacos using 4 tsp. per pound of meat (no other seasoning needed). Easy Taco dip recipe on the label. Make taco burgers tonight!

90 mg sodium per ¼ tsp. 85% less sodium than table salt!

Ingredients: SPICES, SALT, SUGAR, ONION, GROUND GRAINS (corn, rice or sesame), GARLIC, MSG, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

022 **Garlic Salt** You'll Love This!

More flavor than other garlic salts! The secret to this blend is a great salty taste with hardly any sodium! Try it on toast, chicken, game, fish & more.

45 mg sodium per ¼ tsp. 92% less sodium than table salt!

Ingredients: GARLIC, SALT, SUGAR.

Prices and sizes are on Pages 11 & 12



Recipes



Cheesy Beef Bar-B-Que Casserole

- 1 lb. ziti pasta
- 1 lb. lean ground beef
- 1 medium onion, chopped
- 1 cup ketchup
- 2 Tbl. "Bar-B-Que Spice" Pleasoning®
- 1 cup (4 oz.) shredded mozzarella cheese
- 1 cup milk
- 1 1/2 cup (6 oz.) shredded cheddar cheese (divided)

Pre-heat oven to 350°. Spray 2 quart casserole dish with cooking spray. Cook pasta in 4 quart pan, drain. In a skillet, over medium-high heat, brown ground beef and onion, drain. In small bowl, combine ketchup and **Pleasoning®** to make a sauce. Return pasta to 4 quart pan, stir in beef mixture, Bar-B-Que sauce and remaining ingredients - **EXCEPT** 1/2 cup of the cheddar cheese. Spoon mixture into casserole dish. Sprinkle remaining cheddar cheese on top. Bake uncovered for 30 to 40 minutes or until center is hot.

Speedie Dip

- 1 pkg. (8 oz.) cream cheese, softened
- 1/4 cup milk
- 1 Tbl. "Steak'n'Game" Pleasoning®
OR "Taco" Pleasoning®
(also great with Cajun, All-Purpose, Chili, Caution! and more!)
- 2 Tbl. green onion, diced

Mix cream cheese and milk until smooth. Add Pleasoning® of your choice and onion. Serve with favorite vegetables or chips.

Slow Cooker Turkey Breast

- 4 to 5 lb. boneless turkey breast
- "Chicken" Pleasoning®
- 1 stick margarine, melted

Wash turkey breast and pat dry. Generously cover with "Chicken" Pleasoning® and place in slow cooker. Slowly pour margarine over turkey breast. Cover and cook on "HIGH" for 7 hours or until juices run clear when pierced with a fork.

Italian Green Beans with Bacon

- 1 bag frozen green beans
- 4 slices bacon, chopped
- 1/2 medium onion, chopped
- 1 tsp. "Italian" Pleasoning®

Cook green beans according to package instructions. Fry bacon, onion and Pleasoning® in small fry pan until onions are tender. Drain beans when cooked, add bacon mixture & toss.

Pleasoning Steak Marinade

- 1/3 cup oil (olive or vegetable)
- 1 Tbl. "Steak'n'Game" Pleasoning®
- 1 to 1 1/2 lb. steak of your choice

Mix oil and Pleasoning®. Brush mixture on both sides of steak. Let sit for ten minutes (can marinade longer in refrigerator). Cook or grill until done!

Pleasoning Hamburger Bake

- 1 lb. ground beef
- 1 can (8 oz.) tomato sauce
- 2 1/4 tsp. "Original" Pleasoning®
- 1 cup small curd cottage cheese
- 1 cup (8 oz.) sour cream
- 1/2 cup chives, minced
- 8 oz. med. egg noodles, cooked and drained
- 3/4 cup shredded cheddar cheese

Cook beef in skillet over medium high heat, drain. Add tomato sauce and Pleasoning® , bring to a boil. Reduce heat, cover and simmer for 5 minutes. Preheat oven to 350°. While oven is preheating, combine cottage cheese, sour cream and chives, then fold in noodles. In a greased 2 quart baking dish, layer half of the noodle mixture then half of the meat mixture. Repeat layers. Cover and bake for 35 minutes. Uncover, sprinkle with cheddar cheese and bake for 5 minutes longer or until cheese is melted.

Save With Combo Packs

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Pleasoning® Merchandise

Page 19

023 **Cajun** Louisiana Old Country Blend!

Use on fish and in your favorite Cajun dishes. Invent your own taste treats with this delicious seasoning blend. A great all-purpose seasoning too.

70 mg sodium per ¼ tsp. 85% less sodium than table salt!

Ingredients: SALT, SPICES, GROUND GRAINS (wheat, corn, rice, barley or sesame), GARLIC, TRICALCIUM PHOSPHATE (for free flow).

024 **Tasty 2** Tastier than Mrs. Dash!

A delicious and easy to use seasoning blend that has a VERY LOW sodium content and no MSG. Use as an all-purpose seasoning. Recommended by Dietitians and Doctors for those on low-sodium diets.

45 mg sodium per ¼ tsp. 92% less sodium than table salt!

Ingredients: SALT, GROUND GRAINS (wheat, corn, rice, barley or sesame), ONION, GARLIC, SPICES, NATURAL FLAVOR, LEMON OIL, TRICALCIUM PHOSPHATE (for free flow).

025 **Original** Our "First" Blend!

A delicious, easy to use blend meant for the creative and hurried cook. Use in place of salt & pepper. Use in your favorite recipes and at the table.

230 mg sodium per ¼ tsp. 60% less sodium than table salt!

Ingredients: SALT, SPICES, MSG, ONION, GARLIC.

026 **MSG - Free** For Those Sensitive to MSG.

Use as an all-purpose seasoning in place of salt and pepper. Put on fish, hamburgers, pork, chicken, beef, eggs, vegetables, salads and more.

85 mg sodium per ¼ tsp. 86% less sodium than table salt!

Ingredients: SALT, GROUND GRAINS (wheat, corn, rice, barley or sesame), ONION, GARLIC, SPICES, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

027 **Mini-Mini Salt®** Tastes like regular salt!

Replace your salt shaker with Mini-Mini Salt®. Contains a special blend of finely ground grains and fine natural salt. No Potassium, so there's no bitter aftertaste! Recommended by Dietitians and Doctors for those on low-sodium diets.

110 mg sodium per ¼ tsp. 81% less sodium than table salt!

Ingredients: GROUND GRAINS (corn, rice or sesame), SALT, NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

028 **Popcorn Salt** Great Salt Taste!

It has an amazing salty taste with no bitterness. May be used with low-sodium butter. Sticks better to popcorn than other plain popcorn salts.

160 mg sodium per ¼ tsp. 73% less sodium than table salt!

Ingredients: SALT, GROUND GRAINS (wheat, corn, rice, barley or sesame), NATURAL FLAVOR, TRICALCIUM PHOSPHATE (for free flow).

Seasoning Blends Continue on Page 15

Order Form on Page 22



Recipes



Parmesan Potatoes

- 6 medium potatoes
- 3 Tbl. butter/margarine, melted
- 1 1/2 tsp. "Original" OR "Greek" OR "Tasty 2" Pleasoning®
- 1/2 cup grated parmesan cheese

Peel and cut potatoes into fourths (cut again if really big). Roll potato pieces in melted butter. Place in baking pan and sprinkle generously with Pleasoning® and parmesan cheese. Bake at 375° for 30 to 45 minutes until done.

Broccoli Rice Casserole

- 1 can Cream of Mushroom soup
- 1 can Cream of Chicken soup
- 1 1/2 cup instant rice
- 1 small onion, diced
- 1 pkg. frozen broccoli OR fresh broccoli florets
- 1 Tbl. "Original" Pleasoning®
- 1/2 tsp. "Garlic Garlic" Pleasoning®
- 6 - 7 slices American cheese.

Combine both soups, rice, onion, broccoli and Pleasonings with 2 soup cans of water. Mix well and bake in covered casserole dish at 375° for 45 minutes. Take out, stir and place cheese slices on top. Cover, bake another 15 minutes. Great with Pleasoning Meatloaf (they can be cooked together!)

Hamburger Pinwheels

- DOUGH: 1 box Pillsbury Hot Roll Mix
- 1 cup and 2 Tbl. HOT tap water

Pour Hot Roll Mix in large bowl. Dissolve yeast packet from package in water, pour into bowl, mix together to make a dough. You can substitute pizza dough from a bread maker. Roll out dough on floured surface.

MEAT MIXTURE:

- 1 Tbl. ketchup
- 1 medium onion, chopped
- 1 lb. ground beef
- 2 tsp. "Frank's Blend" Pleasoning® OR "Original" Pleasoning®

Mix together meat mixture. Spread mixture over dough. Roll up and slice into 1/2 inch thick pinwheels. Bake, with cut sides down, in greased baking pan for 20 minutes at 425° or until browned. Serves 4 to 6.

Pleasoning Meatloaf

- 1 egg, beaten
- 1/4 cup milk
- 1 small onion, chopped
- 1/3 cup "Breeding Mix" Pleasoning®
- 1 1/2 lb. ground beef
- 1/4 cup ketchup
- 2 Tbl. brown sugar

Combine egg, milk, onion, "Breeding Mix" and ground beef. Put in loaf pan and bake at 375° for 45 minutes. Drain grease. Combine ketchup and brown sugar and spread on top of loaf. Bake 15 minutes more.



To Place An Order:

Mail check with order form (page 22) to:
Pleasoning, PO Box 2701, La Crosse, WI 54602

OR Call 800-279-1614 / 608-787-1030
(Monday-Friday, 8:30 AM to 5:00 PM Central Time)

OR go to www.pleasoning.com

029 Cheddar

Real Cheddar Cheese!

A wonderful alternative to table salt. An excellent garnish on vegetables, such as broccoli and carrots. Gives popcorn a delicious natural cheese flavor! Great on french fries, casseroles and more.

90 mg sodium per ¼ tsp.

85% less sodium than table salt!

Ingredients: DEHYDRATED REAL CHEDDAR CHEESE (milk), GROUND GRAINS (wheat, corn, rice, barley or sesame), SALT, TRICALCIUM PHOSPHATE (for free flow).

034 Breading Mix

The Seasoning is in the Mix!

Delicious on chicken, fish and pork. Just wash the meat then coat with Breading Mix and brown (fry pan or oven). Great on venison too!

430 mg sodium per ⅓ cup

Ingredients: BREAD CRUMBS, GROUND GRAINS (wheat, corn, rice, barley or sesame), SALT, SPICES, GARLIC, ONION, LEMON OIL, NATURAL FLAVOR, TRACE OF MSG.

041 Caution!

A Heat Lovers Delight!

A zesty treat for your palate. For those wanting spicy hot WITH flavor. CAUTION! is the heat you've been waiting for. Great on all kinds of meats, vegetables and dips. Add some zip to your Bloody Marys!

90 mg sodium per ¼ tsp.

85% less sodium than table salt!

Ingredients: SPICES (to include capsicum & cayenne), SALT, SUGAR, GARLIC, MSG, TRICALCIUM PHOSPHATE (for free flow).

044 Chicken

Something to Crow About!

The only Chicken seasoning you'll ever need! Great for baked and grilled chicken. Chicken breast, chicken salad, turkey, even fish! Try using it as an all-purpose seasoning - on everything.

200 mg sodium per ¼ tsp.

66% less sodium than table salt!

Ingredients: SALT, SPICES (to include paprika), SUGAR, MSG, ONION, GARLIC, TRICALCIUM PHOSPHATE (for free flow).

045 Garlic Salt with Oregano

Garlic Salt with Something Extra!

Use as you would garlic salt. Great for garlic toast, pastas and in casseroles. Taste the difference!

45 mg sodium per ¼ tsp.

92% less sodium than table salt!

Ingredients: GARLIC, SALT, SUGAR, OREGANO

046 X-Treme Caution!

Take It To The X-Treme!

Flavorfully Hot! That's the best way to describe this "almost" tongue-numbing, hiccupping blend! It starts off with a great taste turning quickly into lots of heat. Use your imagination - pizza, salads, chili, meats, etc.

60 mg sodium per ¼ tsp.

90% less sodium than table salt!

Ingredients: SPICES (to include capsicum, jalapeno), SALT, GARLIC, SUGAR, MSG, TRICALCIUM PHOSPHATE (for free flow).

Save With Combo Packs - Page 18



Recipes



Cinnamon Apple Pie

- 6 or 7 juicy, tart cooking apples
- 2 Tbl. butter
- 3/4 cup sugar
- 1/2 tsp. "Cinnamon" Pleasoning®
- 1/4 tsp. "Star Anise" Pleasoning®
- unbaked 8 inch pie shell

Peel and slice apples. Melt butter. Add apples and toss until well coated. Mix together sugar, "Cinnamon" and "Star Anise" Pleasonings. Add mixture to apples. Toss until distributed throughout the apples. Arrange apples compactly in pie shell.

Streusel Topping

- 3/4 cup all-purpose flour
- 1/3 cup light brown sugar, firmly packed
- 1/2 tsp. "Cinnamon" Pleasoning®
- 1/4 tsp. "Star Anise" Pleasoning®
- 1/3 cup butter

Mix flour and brown sugar thoroughly with "Cinnamon" and "Star Anise" Pleasonings. Melt butter and combine with flour mixture until well blended. Spread mixture over the top of pie. Bake at 450° for about 20 minutes or until crust is well browned. Reduce heat to 350° and continue baking about 30 minutes longer until apples are translucent and tender.

Broccoli and Carrots

- 1 lb. fresh broccoli florets w/stems
- 2 large carrots, sliced
- 1 tsp. "Cheddar" Pleasoning®
- 3 Tbl. melted butter or margarine

Steam broccoli and carrots until done (about 8 minutes), drain. Combine Pleasoning® and butter/margarine and pour over vegetables. Mix well.

Chicken and Pasta Salad

- 8 hard boiled eggs, chopped
- 1 lb. Rotelli macaroni, cooked and cooled
- 1 small onion, minced
- 1 can (12.5 oz.) chunky chicken breast
OR 1 2/3 cup chopped chicken breast
- 4 Tbl. sweet pickle relish
- 2/3 cup frozen peas (optional)
- 1 cup Miracle Whip (Light or Fat-Free)
- 1 1/2 Tbl. "Chicken" Pleasoning®

Mix everything together, refrigerate for at least one hour. Add more Miracle Whip if too dry.

Bloody Marys Made Easy

Fill a 16 oz. glass with ice, add vodka (optional), tomato juice (small individual cans work great), 1 to 2 dashes of Worcestershire sauce and 1 teaspoon of "Bloody Mary Mix" Pleasoning®. Stir until well blended. Add more "Bloody Mary Mix" Pleasoning®, OR "Caution!" OR "X-Treme Caution!" Pleasoning® for a spicier drink. Serve with your favorite garnishes.

Pleasoning
Apron
page 19



Gluten Free Pleasoning Blends

- | | | |
|-------------------------|-----------------------|-----------------------|
| #002 Chili | #003 Cinfu!® | #004 Pumpkin Spice |
| #005 Cinnamon | #006 Garlic Garlic | #008 Italian |
| #009 Lemon Pepper | #010 Salt Free Herbal | #011 Pepper Pepper |
| #012 Pizza | #013 Pork | #017 Lena's Uffda |
| #018 Star Anise | #020 Greek | #021 Taco |
| #022 Garlic Salt | #025 Original | #027 Mini-Mini Salt® |
| #041 Caution! | #044 Chicken | #046 X-Treme Caution! |
| #045 Garlic Salt w/Oreg | #048 Jamaican Jerk | #052 Bavarian Sausage |

047 **Bloody Mary Mix** Simple Bloody Marys!

No need to buy those bottles of mix anymore! Just add to tomato juice, Worcestershire sauce and vodka (optional). See easy recipe on page 16. Also great in casseroles, tomato soup and chili!

210 mg sodium per ¼ tsp. 65% less sodium than table salt!

Ingredients: SALT, SPICES, GROUND GRAINS (wheat, corn, rice, barley or sesame), ONION, GARLIC, MSG, NATURAL FLAVOR, SUGAR, TRICALCIUM PHOSPHATE (for free flow).

048 **Jamaican Jerk** Ease Up and Enjoy!

A Jamaican blend of herbs and spices that adds a Caribbean kick to any fish, poultry, pork or beef.

60 mg sodium per ¼ tsp. 90% less sodium than table salt!

Ingredients: SPICES (to include peppers), SALT, SUGAR, ONION, GARLIC

052 **Bavarian Sausage**

Make Great Homemade Sausage!

For all your sausage making needs. Great for pork, venison, beef, and more! Makes fantastic Brats! 1 tablespoon per pound of meat.

160 mg sodium per ¼ tsp. 73% less sodium than table salt!

Ingredients: SALT, SPICES, CARAWAY, DEXTROSE, GARLIC, ONION, MSG.

Comparing the Sodium Content

Serving size = 1/4 teaspoon

Recommended daily sodium intake is 2300mg

590 mg Table Salt
380 mg Lawry's Seasoned Salt
290 mg Morton's Lite Salt

Pleasoning® Blends

230 mg Original
200 mg Steak'n'Game
200 mg Chicken
180 mg Pizza
170 mg Pork
170 mg Lena's Uffda
160 mg Popcorn Salt
160 mg Bavarian Sausage
150 mg Frank's Blend
140 mg Seafood
130 mg All-Purpose
110 mg Italian
110 mg Mini-Mini Salt®
90 mg Caution!
90 mg Cheddar
90mg Taco

A 1/4 teaspoon serving of table salt contains 590mg sodium. A 1/4 teaspoon of "All-Purpose" Pleasoning® only contains 130mg sodium. That means "All-Purpose" Pleasoning® has 78% less sodium than table salt!

85 mg MSG-Free
80 mg Bar-B-Que Spice
80 mg Chili
75 mg Greek
70 mg Cajun
60 mg Jamaican Jerk
60 mg X-Treme Caution!
45 mg Tasty 2
45 mg Garlic Salt w/Oregano
45 mg Garlic Salt
0 mg Cinfu!®
0 mg Cinnamon
0 mg Salt Free Herbal
0 mg Pepper Pepper
0 mg Lemon Pepper
0 mg Garlic Garlic



Combo Packs



Save money when you buy one of our combos!

Prices on Pages 11 & 12

All Combo Packs are made with Table Size Shakers

030 Connoisseur Quintet



All-Purpose, Frank's Blend, Seafood, Pork & Steak'n'Game

031 Grilling Trio

Bar-B-Que Spice, Steak'n'Game & Pork



032 Main Course Quartet

Steak'n'Game, Seafood, Chicken & Pork

033 Baker's Dozen (the Symphony)

13 for the price of 12: All-Purpose, Chili, Frank's Blend, Italian, Pork, Bar-B-Que Spice, Seafood, Steak'n'Game, Greek, Taco, Garlic Salt, Mini-Mini Salt & Chicken

035 Heat Lovers Quartet

Caution!, Bloody Mary Mix, X-Treme Caution!, Jamaican Jerk

NEW!

037 Dinner Table Trio

All-Purpose, Mini-Mini Salt & Pepper Pepper



038 Top Hat Quartet

All-Purpose, Frank's Blend, Chicken & Cheddar

039 Dietitians Choice Quartet

All-Purpose, Tasty 2, Salt Free Herbal & Mini-Mini Salt

Great for Gift Giving OR for using yourself!

Save money when you buy a combo!



Prices on Pages 11 & 12



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SEASONING

Pleasoning Merchandise

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Product # 093

\$15.75 each (WI Residents \$16.62 w/tax)



Pleasoning® T-Shirt

“A Symphony For Your Tongue”

Khaki colored t-shirt Specify Size when ordering
S M L XL 2XL 3XL (Adult Sizes)

Product # 089

\$14.00 each (WI Residents \$14.77 w/tax)



Pleasoning® Ball Cap

Khaki colored ball cap with Velcro for easy sizing

Product # 091

\$15.75 each (WI Residents \$16.62 w/tax)

Pleasoning® Apron

“A Symphony For Your Tongue”

Khaki colored 2 pocket apron.

Product # 092

\$15.75 each (WI Residents \$16.62 w/tax)



Gray Pleasoning® T-Shirt

S M L XL 2XL 3XL (Adult Sizes) **Short Sleeve**
Specify Size when ordering

Short Sleeve Product # 095

\$12.00 each (WI Residents \$12.66 w/tax)



Gray Pleasoning® T-Shirt

S M L XL 2XL 3XL (Adult Sizes) **Long Sleeve**
Specify Size when ordering

Long Sleeve Product # 096

\$14.00 each (WI Residents \$14.77 w/tax)

Available in Short Sleeve
AND Long Sleeve

Frank J. Italiano, Inc. * Pleasoning Gourmet Seasoning
2109 Ward Avenue * PO Box 2701 * La Crosse * WI * 54602

Frequently Asked Questions

1) How do you use Pleasoning®?

You can use any of our seasonings in place of other seasonings or salt and pepper when cooking and at the table. They are good on eggs, french fries, cottage cheese and hamburgers. Use them in casseroles, on chicken or other poultry, beef, pork, lamb, game, fish and seafood. Try them on your vegetables, in salads and soups. They even help add flavor to those frozen dinners! Pleasoning® gives you gourmet flavor made simple!

2) Why is salt listed first in the ingredients for most of the blends?

The ingredients on all Pleasoning® labels are listed by weight, not by volume. Salt is usually listed first because it is heavier, not because there is more. By volume, herbs and spices take up much more space than salt because they are light and fluffy!

3) What's the sodium content of Pleasoning® blends?

ALL of our seasonings have much less sodium than table salt and most other seasoning blends, we even have some that are sodium-free! As a comparison: a ¼ teaspoon serving of table salt contains 590mg sodium (the recommended daily sodium intake is 2300mg). A serving of **All-Purpose Pleasoning® has 78% less sodium than the same size serving of table salt.** Our seasoning blends range in sodium content from 0mg to 230mg sodium per serving. **See our Sodium Comparisons on page 17.**

4) Why don't you list the herbs and spices used in the ingredients?

The government does not require the listing of the various herbs and spices used in our blends. Each of our seasonings has its own secret blend!

5) Do any of your products use Potassium Chloride?

NO! We do not use Potassium Chloride in any of our Pleasoning® blends.

6) What is the Tricalcium Phosphate in some of your products?

This is used in some of our blends to help prevent caking. It is in such small amounts that when tested at a lab it shows up as "N/A" for phosphates.

7) Why do you use MSG (Monosodium Glutamate)?

MSG helps enhance the flavor of your food. Several of our seasonings use small amounts of MSG (remember "Accent"?). When you eat cold cuts, hot dogs, certain snack foods and canned soup, you consume a much greater amount of MSG than used in our blends. Over half of our blends do not contain MSG. We list MSG in the ingredients if it is in a blend.

8) What is Pleasonings background?

Pleasoning® has been in business in La Crosse, WI since 1952. We are a small family owned and operated business. Frank Italiano, the founder, worked the business until age 83 (see his story on page 2). His wife, Lenore, retired from Pleasoning® in 2007. Their daughter, Kathy, and son-in-law, Paul Boarman now own the business.

There are a total of 3 employees - Kathy, Paul and their son Dominic.

9) Which blend did I use at the restaurant I ate at?

"**All-Purpose**" Pleasoning® is the blend that is on restaurant tables throughout the Midwest. It is available in many stores in Wisconsin, Minnesota and Iowa. We are a very specialized product so it might not be available in your local stores. Most of our business is done by mail order (mail, phone and the internet). You can order just 1 shaker or 100 shakers. Your order will be shipped out within 2 business days of receipt.

10) "All-Purpose" or "Original" What's the difference?

They are two totally different blends. "Original" was first marketed in 1952, but Frank's (the founder) inventiveness didn't stop there. He came up with another "all-purpose" seasoning that we now call "**All-Purpose**" Pleasoning®. The "Original" does taste saltier than the "All-Purpose". Both blends are used the same way. "All-Purpose" has become our most popular blend and is found on restaurant tables all over the Midwest. Let your taste buds decide which one you like more!

11) Do you have an Outlet Store?

Yes, our Outlet Store is located at 2109 Ward Avenue in La Crosse, WI. The store is open Monday - Friday, 8:30 AM to 5:00 PM. At our Outlet Store you can taste any or all of our 36 different seasoning blends. So come in and try before you buy!

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\$9.01 to \$20.00	... \$5.00
\$20.01 to \$30.00	... \$5.50
\$30.01 to \$45.00	... \$6.25
\$45.01 to \$60.00	... \$7.25
\$60.01 to \$80.00	... \$8.25
\$80.01 to \$95.00	... \$9.00
\$95.01 and over	... \$9.50

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ALL OTHER STATES

Total Order Amount is:	Shipping Cost:
\$1.00 to \$5.50	... \$2.75
\$5.51 to \$9.00	... \$3.75
\$9.01 to \$20.00	... \$6.25
\$20.01 to \$30.00	... \$6.75
\$30.01 to \$45.00	... \$7.50
\$45.01 to \$60.00	... \$8.50
\$60.01 to \$80.00	... \$9.50
\$80.01 to \$95.00	... \$10.25
\$95.01 and over	... \$10.75

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