

Pleasoning®

GOURMET
SEASONING



2109 Ward Avenue

La Crosse WI 54601

www.pleasoning.com

Catalog

You asked for it, we listened!
We now have 3 Rubs!



Thank you for choosing **PLEASONING® Gourmet Seasoning!**



* We have 40 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 \$2.00 per ounce, the 9.5 oz. shaker costs only \$1.42 per ounce, the 4 lb. bulk can costs only 64¢ 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! (pages 9 & 14)



* Our “**Frequently Asked Questions**” (pages 15 & 16) 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 page 10.

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!

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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, 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.

Pleasoning is available at the
Woodman's Stores in Illinois
and Wisconsin. Also at all the
Festival Foods in Wisconsin.



2022 is our 70th Anniversary!

**To celebrate we are offering the
following Special Combo Pack.**



**This Special is good until
December 31st, 2022.**



**Table size shakers of:
Frank's Blend, Italian, Original
and Pepper Pepper Pleasuring.
PLUS a copy of our "Updated" Cookbook!**

A \$29.15 value

Special Combo Price - \$20.95!

Product # 055

Gluten Free Pleasuring Blends

Bavarian Sausage #052
Caution! #041
Chili #002
Garlic Garlic #006
Greek #020
Lemon Pepper #009
Original #025
Pork #013
Star Anise #018
X-Treme Caution! #046

Beef - N - More #015
Chicken #044
Cinful #003
Garlic Salt #022
Italian #008
Lena's Uff-Da #017
Pepper Pepper #011
Pumpkin Spice #004
Sweet C & P Rub #051

Beef Rub #049
Chicken & Pork Rub #050
Cinnamon #005
Garlic Salt w/Oreg #046
Jamaican Jerk #048
Mini-Mini Salt #027
Pizza #012
Salt Free Herbal #010
Taco #021

All-Purpose # 001 **Our Most Popular Seasoning!**

Found 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.

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

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



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

Just add to ketchup for a great sauce (1 Tbl. "Bar-B-Que Spice" and ½ cup ketchup). Brush on your chicken, ribs, pork chops, etc. Never have old Bar-B-Que Sauce bottles in the fridge again! Sloppy Joe recipe on label.

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

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

Bavarian Sausage #052 **Make Great Sausage!**

For all your sausage making needs. Great for pork, venison, beef, and more! Makes fantastic Brats! 1 tablespoon per pound of meat. Make some "Bavarian" ground pork burgers tonight!

Gluten Free

72% less sodium than table salt! 160mg sodium per ¼ tsp.

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



Beef - N - More # 015 **A Bold Blend for Beef & More!**

The name says it all! Try it on hamburgers, steaks, brisket, pork chops, ribs, pork steaks, tenderloins, chicken, fish, vegetables, soups, salads, N - More!

82% less sodium than table salt! 100mg sodium per ¼ tsp.

Ingredients: SALT, SPICES, GARLIC, ONION.

Gluten Free

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

No need to buy those bottles of mix anymore! Just add to tomato juice, Worcestershire sauce and vodka (optional). Great in tomato soup, casseroles and chili! See recipe on page 18.

64% less sodium than table salt! 210mg sodium per ¼ tsp.

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



Breeding Mix # 034 **The Seasoning is in the Mix!**

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

430mg sodium per ¼ cup.

Ingredients: ENRICHED FLOUR (Wheat Flour, Malted Barley Flour, Niacin, Reduced Iron, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Folic Acid). WATER, HIGH FRUCTOSE CORNSYRUP, YEAST, SALT, VEGETABLE OIL (Soybean Oil, Cottonseed Oil and/or Canola Oil). SUGAR, SPICES, GARLIC, ONION, LEMON OIL, NATURAL FLAVOR, TRACE OF MSG. More ingredients listed on label and website. **Contains Wheat and Milk**

Cajun # 023

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.

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

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

Caution! # 041

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!

Gluten Free

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

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

Cheddar #029

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.

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

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

Chicken # 044

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.

Gluten Free

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

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

Chili #002

A Complete Chili Seasoning!

You'll never use chili powder again! Champion Chili Cook-off recipe on the label and on page 19. Try it on fish or in your favorite casseroles and dips.

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

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

Gluten Free

Cinful® #003

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. "Cinful" Apple recipe on page 19.

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

Prices and sizes are on Pages 11 & 12

Cinnamon (Extra Fancy) #005 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 cider! **Ingredients:** CINNAMON

Frank's Blend # 007 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, casseroles, stir fry and Greek dishes.

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

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

Garlic Garlic # 006 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! Gluten Free

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

Garlic Salt # 022 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.

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

Ingredients: GARLIC, SALT, SUGAR.

Gluten Free

Garlic Salt with Oregano #045

Garlic Salt with Something Extra!

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

Gluten Free

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

Ingredients: GARLIC, SALT, SUGAR, OREGANO

Greek # 020

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!

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

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

Gluten Free

Order Form on Page 22

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

Italian # 008

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!

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

Ingredients: SALT, SPICES, SUGAR, GARLIC, MSG, RICE CONCENTRATE (for free flow).

Gluten Free



Jamaican Jerk #048

Ease Up and Enjoy!

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

Gluten Free

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

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

Lemon Pepper #009 **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! Gluten Free**

Ingredients: PEPPER, LEMON OIL

Lena's Uff-Da #017

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 "Uff-Da" burgers!

Gluten Free

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

Ingredients: SALT, SPICES (to include nutmeg), ONION, GARLIC, RICE CONCENTRATE (for free flow).



Mini-Mini Salt® #027

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.

Gluten Free

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

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



MSG - Free #026

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.

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

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

Save With Combo Packs - Page 13

Original #025

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.

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

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

Gluten Free



Pepper Pepper #011 **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!

Ingredients: PEPPER

Sodium - Free! Gluten Free

Pizza #012

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!

70% less sodium than table salt! 180 mg sodium per ¼ tsp.

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

Gluten Free



Popcorn Salt #028

Great Salty 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.

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

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

Pork #013

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!

Gluten Free

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

Ingredients: SALT, SPICES, GARLIC, MSG, RICE CONCENTRATE (for free flow).

Pumpkin Spice #004

Gluten Free

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

Ingredients: CINNAMON, NUTMEG, ALLSPICE, SPICES

Salt Free Herbal #010

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.

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

Sodium - Free!

Gluten Free

Seafood #016

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.

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

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



Star Anise #018

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

Steak 'n' Game #019 **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 - page 19.

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

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



Taco #021

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!

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

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

Gluten Free

Tasty 2 #024

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.

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

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



X-Treme Caution! #046 **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.

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

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

Gluten Free

Great for Gift Giving OR for using yourself!
Save money when you buy a combo!

See Page 13

NEW!**RUBS****NEW!****NEW****RUBS****NEW****MERCHANDISE****Beef Rub #049****Enjoy our NEW Beef Rub!**

From simple hamburgers to complex briskets, this beef rub is all you'll need. Shake on, cook to temp and enjoy!

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

Ingredients: SPICES (to include Paprika and Pepper), S,ALT, GARLIC, RICE CONCENTRATE (for free flow). **Gluten Free**

**Chicken & Pork Rub #050** **Enjoy our NEW Rub!**

We like to keep things simple at Pleasoning. It says what it is. From Wings, Pork Butts even your turkey, this rub covers all of them. Shake on, cook to temp and enjoy!

78% less sodium than table salt! 110 mg sodium per ¼ tsp.

Ingredients: SALT, SPICES (to include Paprika and Pepper), GARLIC, RICE CONCENTRATE (for free flow). **Gluten Free**

Sweet Chicken & Pork Rub #051**Enjoy our NEW Sweet Rub!**

Sweet, simple and to the point. A rub that'll sweeten up any of your chicken or pork needs. Shake on, cook to temp and enjoy!

88% less sodium than table salt! 70 mg sodium per ¼ tsp.

Ingredients: SALT, SPICES, GARLIC, HONEY, SUGAR, RICE CONCENTRATE (for free flow). **Gluten Free**

Pleasoning Merchandise**Pleasoning® Ball Cap # 091**

Khaki colored ball cap with Velcro for easy sizing

\$16.75 each**(WI Residents \$17.67 w/tax)****Pleasoning® Cookbook # 093**

Updated with over 220 recipes to help you cook with Pleasoning! From Grilling to Baking to Slow Cooker, something for everyone.

\$9.95 each**(WI Residents \$10.50 w/tax)****Pleasoning® Apron # 092****“A Symphony For Your Tongue”**

Khaki colored 2 pocket apron.

\$16.75 each**(WI Residents \$17.67 w/tax)****MORE MERCHANDISE ON PAGE 14**

Monthly Specials

Table and Family Sizes Only!! Sale price is good **ONLY** when purchased during the month and year as it is listed.

Monthly Special Sale Price:		Table Size	Family Size
September 1 - 30, 2021	Original #025	\$3.50	\$10.85
October 1 - 31, 2021	Cinnamon #005	\$3.70	\$11.50
November 1 - 30, 2021	Frank's Blend #007	\$3.50	\$10.85
December 1 - 31, 2021	Chili #002	\$3.50	\$10.85
January 1 - 31, 2022	All-Purpose #025	\$3.50	\$10.85
February 1 - 28, 2022	Popcorn Salt #028	\$3.50	\$10.85
March 1 - 31, 2022	Cajun #023	\$3.50	\$11.20
April 1 - 30, 2022	Seafood #016	\$3.50	\$10.85
May 1 - 31, 2022	Bar-B-Que Spice #014	\$3.70	\$11.35
June 1 - 30, 2022	All 3 of our Rubs are on sale! "Beef Rub # 049" or/and "Chicken & Pork Rub # 050" or/and "Sweet Chicken & Pork Rub #051" \$10.95 each		
July 1 - 31, 2022	Pork #013	\$3.50	\$10.85
August 1 - 31, 2022	Garlic Salt #022	\$3.70	\$11.50
September 1 - 30, 2022	Bavarian Sausage #052	\$3.50	\$10.85
October 1 - 31, 2022	Italian #008	\$3.70	\$11.00
November 1 - 30, 2022	Mini-Mini Salt #027	\$3.50	\$10.85
December 1 - 31, 2022	Pizza #012	\$3.50	\$10.85

800-279-1614

Prices as of April 2022

www.pleasoning.com

Prices May Change at Any Time, Call for updated prices!

To Place
An Order:

Mail check with
Order Form
on Page 22 to:

Pleasoning
PO Box 2701
La Crosse, WI
54602

Pleasoning Blend Name	Product Number	T (Table Size) Weight	Price	F (Family Size) Weight	Price	B (Bulk Size) Weight	Price
All Purpose	001	2.2 oz.	\$4.70	9.5 oz.	\$13.85	4 lb.	\$42.20
Bar-B-Que Spice	014	1.8 oz.	\$4.90	7.8 oz.	\$14.45	3.75 lb.	\$46.70
Bavarian Sausage	052	2.2 oz.	\$4.70	9.1 oz.	\$13.85	4 lb.	\$41.30
Beef - N - More	015	2 oz.	\$4.90	9.1 oz.	\$14.65	4 lb.	\$47.00
Beef Rub	049	N/A		9.2 oz.	\$12.35	4 lb.	\$39.80
Bloody Mary Mix	047	2.4 oz.	\$4.90	11 oz.	\$14.65	4 lb.	\$44.70
Breading Mix	034	N/A		8 oz.	\$6.25	3.5 lb.	\$26.00
Cajun	023	2 oz.	\$4.90	8.2 oz.	\$14.25	3.5 lb.	\$44.00
Caution!	041	2.1 oz.	\$4.90	10 oz.	\$14.65	4 lb.	\$46.10
Cheddar	029	2 oz.	\$5.00	8.6 oz.	\$15.15	3 lb.	\$47.70
Chicken	044	2.1 oz.	\$4.80	9.5 oz.	\$14.05	4 lb.	\$42.80
Chicken & Pork Rub	050	N/A		9.7 oz.	\$12.35	4 lb.	\$39.80
Chili	002	1.8 oz.	\$4.80	7.8 oz.	\$13.95	3.5 lb.	\$42.60
Cinful	003	2.8 oz.	\$4.70	12.3 oz.	\$13.95	4 lb.	\$39.90
Cinnamon	005	1.4 oz.	\$4.80	7 oz.	\$14.55	2.75 lb.	\$45.00
Frank's Blend	007	2.3 oz.	\$4.70	10 oz.	\$13.85	4 lb.	\$40.80
Garlic Garlic	006	2.2 oz.	\$5.30	10.5 oz.	\$16.45	4 lb.	\$56.60
Garlic Salt	022	2.4 oz.	\$4.80	10.5 oz.	\$14.45	4 lb.	\$44.10
Garlic Salt w/Oregano	045	2.1 oz.	\$5.00	8.5 oz.	\$14.75	4 lb.	\$48.60
Greek	020	1.8 oz.	\$5.00	7.5 oz.	\$14.75	3.25 lb.	\$47.60

Call
800-279-1614
608-787-1030

Hours are:
Monday
Thru
Friday,
8:30 AM
to
5:00 PM
Central Time

Order Online at:
www.pleasoning.com

Italian	008	2.3 oz.	\$4.80	9.5 oz.	\$14.15	4 lb.	\$43.30
Jamaican Jerk	048	2 oz.	\$5.00	9.3 oz.	\$15.05	4 lb.	\$49.50
Lemon Pepper	009	1.6 oz.	\$5.70	7 oz.	\$17.95	3 lb.	\$69.20
Lena's Uff-Da	017	2.4 oz.	\$5.00	10.1 oz.	\$14.95	4 lb.	\$48.10
Mini-Mini Salt	027	2.3 oz.	\$4.70	11.1 oz.	\$13.85	4 lb.	\$40.00
MSG - Free	026	2.2 oz.	\$4.80	9.9 oz.	\$14.25	4 lb.	\$44.80
Original	025	2.3 oz.	\$4.70	10.6 oz.	\$13.85	4 lb.	\$41.50
Pepper Pepper	011	1.5 oz.	\$5.40	6.3 oz.	\$16.45	2.75 lb.	\$59.90
Pizza	012	2.2 oz.	\$4.70	9.7 oz.	\$13.85	4 lb.	\$40.00
Popcorn Salt	028	2.6 oz.	\$4.70	12 oz.	\$13.85	4 lb.	\$40.00
Pork	013	2.1 oz.	\$4.80	8.7 oz.	\$13.85	4 lb.	\$41.90
Pumpkin Spice	004	1.3 oz.	\$5.00	N/A		N/A	
Salt Free Herbal	010	1.5 oz.	\$4.80	6.2 oz.	\$14.15	3 lb.	\$44.20
Seafood	016	2.2 oz.	\$4.80	9.6 oz.	\$13.95	4 lb.	\$41.80
Star Anise	018	1.1 oz.	\$5.10	N/A		N/A	
Steak 'n' Game	019	2.4 oz.	\$4.80	10.5 oz.	\$13.95	4 lb.	\$41.00
Sweet Chicken & Pork Rub	051	N/A		9.7 oz.	\$12.35	4 lb.	\$39.80
Taco	021	2 oz.	\$4.90	8.5 oz.	\$14.35	3.75 lb.	\$44.60
Tasty 2	024	1.9 oz.	\$4.80	8.3 oz.	\$14.25	3.5 lb.	\$43.80
X-Treme Caution!	046	2 oz.	\$5.00	8.2 oz.	\$15.05	4 lb.	\$51.60

As a small family owned and operated business, we have kept our prices as low as possible. The cost of our spices and containers have gone up substantially over the years. To provide the best Quality Blends, our prices have been adjusted accordingly.

Save money when you buy combos!
All Combo Packs are made with Table Size Shakers

****** Dietitians Choice Quartet #039 ******
\$18.00

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

***** Dinner Table Trio #037 *****
\$14.05

All-Purpose, Mini-Mini Salt, Pepper Pepper

****** Heat Lovers Quartet #035 ******
\$18.80

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

****** Make it Easy Quartet #040 ******
\$18.10

Chili, Original, Pizza, Taco

******* Meat Lovers Quintet #036 *******
\$22.75

All-Purpose, Beef - N - More, Chicken, Pork, Seafood

****** Our Favorites Quartet #042 ******
\$18.10

All-Purpose, Bloody Mary Mix, Chicken, Original

***** Shake It On Trio #034 *****
\$13.65

Cheddar, Cinful, Popcorn Salt

******* Our Top 12 #043 *******
\$56.00

All-Purpose, Beef-N-More, Bloody Mary Mix, Cheddar,
Chicken, Chili, Garlic Garlic, Italian, Mini-Mini Salt,
Pepper Pepper, Pork, Taco

MERCHANDISE

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Pleasuring Merchandise

More Merchandise on page 9

Wisconsin Residents please add sales tax to merchandise

Empty Shakers

Table Size # 087

\$1.50 each

(WI Residents \$1.58 w/tax)

Family Size # 088

\$2.00 each

(WI Residents \$2.11 w/tax)



Pleasuring® T-Shirt # 089

"A Symphony For Your Tongue"

Khaki colored short sleeved t-shirt

Specify Size when ordering

S M L XL 2XL 3XL (Adult Sizes)

\$15.00 each

(WI Residents \$15.83 w/tax)



Gray Pleasuring® T-Shirt # 095

Short Sleeve

Specify Size when ordering

S M L XL 2XL 3XL (Adult Sizes)

\$13.50 each

(WI Residents \$14.24 w/tax)

Gray Pleasuring® T-Shirt # 096

Long Sleeve

Specify Size when ordering

S M L XL 2XL 3XL (Adult Sizes)

\$15.00 each

(WI Residents \$15.83 w/tax)



Cinnamon the Bear # 097

They Will Love this Cuddly "Cinnamon" Bear.

It will even smell like Pleasuring!

8" sitting - 12 1/2" overall.

\$10.95 each

(WI Residents \$11.56 w/tax)



Frequently Asked Questions

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 in some 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 Sodium Comparisons - page 16.**

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 & spices used in our blends. Each of our seasonings has its own secret recipe!

5) Do any of your products use Potassium Chloride?

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

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

MSG (an all natural ingredient) 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.

7) 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 17). His wife, Lenore, retired from Pleasoning® in 2007. Their daughter, Kathy, and son-in-law, Paul Boarman took over the business. It is now run by Kathy (2nd generation) and her son Dominic (3rd generation). **There are a total of 2 full time employees** Kathy and Dominic, with granddaughter Breanna helping out when she can.

Frequently Asked Questions

8) 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, Iowa and Minnesota. 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.

9) "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!

10) 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 40 different seasoning blends. So come in and try before you buy!

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

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!

Pleasoning® Blends

230 mg Original
210 mg Bloody Mary Mix
200 mg Steak'n'Game
200 mg Chicken
180 mg Pizza
170 mg Pork
170 mg Lena's Uff-Da
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®
110 mg Chicken & Pork Rub
102 mg Beef - N - More
90 mg Caution!
90 mg Cheddar
90 mg Taco

85 mg Beef Rub
85 mg MSG-Free
80 mg Bar-B-Que Spice
80 mg Chili
75 mg Greek
70 mg Cajun
70 mg Sweet Chicken & Pork Rub
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 Cinful®
0 mg Cinnamon
0 mg Salt Free Herbal
0 mg Pepper Pepper
0 mg Lemon Pepper
0 mg Garlic Garlic
0 mg Pumpkin Spice
0 mg Star Anise

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 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, took over Da Capo Band and conducted it for 14 years. Frank's granddaughter, Jaime Boarman Greenfield, is now the conductor.



Frank Italiano
1915 - 2006

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 took over the business. It is now run by Kathy (2nd generation) and her son Dominic (3rd generation). **There are a total of 2 full time employees** Kathy and Dominic, with granddaughter Breanna helping out when she can.

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 tsp. "Italian" Pleasoning®
- Brown meat with Pleasonings, drain. (enough for 2 pizzas)



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.

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®
- 4 1/2 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 "Breeding 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.

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.

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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!**

Breaded Pork Chops

- 6 to 8 center cut pork chops
- 1/4 cup "Breeding Mix" Pleasoning®

Preheat oven to 325°. Wash pork chops. Place "Breeding Mix" Pleasoning® in plastic bag, put pork chops in one at a time. Close bag and shake to coat, place breaded pork chops in a baking dish. Cover with aluminum foil and bake for 30 minutes. Remove foil and bake for an additional 30 minutes or until done.

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.

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.

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.

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)!

Taco Soup

- 1 lb. ground beef
- 1/4 cup onion, chopped
- 1 can tomatoes, diced (undrained)
- 1 can Rotel tomatoes and green chillies (undrained)
- 1 can chili beans (undrained)
- 1 can kidney beans (undrained)
- 1 can whole kernel corn (undrained)
- 3 to 4 tsp. "Taco" Pleasoning® (to taste)
- 1 pkg. Hidden Valley Ranch dressing mix

Brown ground beef and onion, drain, add remaining ingredients. Simmer until hot, bubbly and thickened.

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

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\$5.51 to \$9.00	\$4.00
\$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	FREE



**Visit our Outlet
Store!**

**2109 Ward Avenue
La Crosse, WI**

**Hours: Monday - Friday
8:30 AM to 5:00 PM**

**Come in and try any or
all of our 40 different
seasoning blends!**



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Pleasoning Gourmet Seasoning

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