

# Pleasoning®

GOURMET SEASONING



2109 Ward Avenue

La Crosse WI 54601

[www.pleasoning.com](http://www.pleasoning.com)

## Catalog



1952



1979



1990



2024

# A Symphony For Your Tongue!

# Thank you for choosing PLEASONING® Gourmet Seasoning!



\* We have over 40 different seasoning blends to help 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 small 2.2 oz. shaker of the “All-Purpose” Pleasoning costs \$2.50 per ounce, the medium 9.5 oz. shaker costs only \$1.58 per ounce, the large 4 lb. bulk can costs only 71¢ 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! (page12)

\* Our “**Frequently Asked Questions**” (page 13) will hopefully answer any questions you may have about our products.

\* Each month a different blend is on sale (small and medium sizes only), be sure to check out our “**Monthly Specials**” on page 8

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 18 and mail with payment to:

**Pleasoning, PO Box 2701  
La Crosse, WI 54602**

### Give us a Call!

**Call 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](http://www.pleasoning.com)**

**We have a secured site for  
your ordering convenience.**

# 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

## Pleasuring® Blends

- 220 mg Original
- 180 mg Pizza
- 160 mg Lena's Uff-Da
- 160 mg Steak'n'Game
- 150 mg Pork
- 140 mg Bloody Mary Mix
- 130 mg Onion Salt
- 130 mg Bavarian Sausage
- 130 mg Chicken
- 130 mg Popcorn Salt
- 120 mg Seafood
- 110 mg All-Purpose
- 110 mg Chicken & Pork Rub
- 100 mg Beef - N - More
- 100 mg Frank's Blend
- 100 mg Italian
- 100 mg Mini-Mini Salt®
- 85 mg Beef Rub
- 85 mg Caution!
- 85 mg MSG-Free
- 80 mg Cheddar

A 1/4 teaspoon serving of table salt contains 590mg sodium. A 1/4 teaspoon of "All-Purpose" Pleasuring® only contains 110mg sodium. That means "All-Purpose" Pleasuring® has 82% less sodium than table salt!

- 80 mg Breakfast Sausage
- 75 mg Greek
- 70 mg Cajun
- 70 mg Sweet Chicken & Pork Rub
- 70 mg Taco
- 60 mg Bar-B-Que Spice
- 60 mg Chili
- 60 mg Jamaican Jerk
- 60 mg X-Treme Caution!
- 45 mg Garlic Salt
- 45 mg Garlic Salt w/Oregano
- 45 mg Tasty 2
- 0 mg Cinful®
- 0 mg Cinnamon
- 0 mg Garlic Garlic
- 0 mg Lemon Pepper
- 0 mg Pepper Pepper
- 0 mg Pumpkin Spice
- 0 mg Salt Free Herbal
- 0 mg Star Anise



Some Pleasuring Blends  
 are available at:



All the Festival Foods in Wisconsin

Most of the Woodman's Markets in Wisconsin

## Gluten Free Pleasuring Blends

- |                    |                       |                          |
|--------------------|-----------------------|--------------------------|
| Bavarian Sausage   | Garlic Garlic         | Original                 |
| Beef-N-More        | Garlic Salt           | Pepper Pepper            |
| Beef Rub           | Garlic Salt w/Oregano | Pizza                    |
| Breakfast Sausage  | Greek                 | Pork                     |
| Caution!           | Italian               | Pumpkin Spice            |
| Chicken            | Jamaican Jerk         | Salt Free Herbal         |
| Chicken & Pork Rub | Lemon Pepper          | Star Anise               |
| Chili              | Lena's Uff-Da         | Sweet Chicken & Pork Rub |
| Cinful®            | Mini-Mini Salt        | Taco                     |
| Cinnamon           | Onion Salt            | X-Treme Caution!         |

**All-Purpose # 001**

**Our Most Popular Seasoning!**

Found on many restaurant tables in the Midwest. Use in place of salt and pepper. Great on meat, fish, hamburgers, vegetables, eggs, french fries, popcorn and cottage cheese. Use it in stews, casseroles and soups. **Ingredients:** SALT, SPICES, GROUND GRAINS (wheat, corn, rice or barley), ONION, MSG, GARLIC, NATURAL FLAVOR, RICE CONCENTRATE (for free flow)  
**82% less sodium than table salt!      110mg sodium per ¼ tsp.**

**Bar-B-Que Spice #014**

**Easy Bar-B-Que Sauce!**

Just add to ketchup for a great sauce (1 Tbl. "Bar-B-Que Spice" & 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. **Ingredients:** SPICES, SALT, GARLIC, GROUND GRAINS (wheat, corn, rice or barley), HONEY, STARCH, SMOKE, RICE CONCENTRATE (for free flow).  
**90% less sodium than table salt!      110mg sodium per ¼ tsp.**

**Bavarian Sausage #052**

**Make Great Sausage!**

For all your sausage making needs. Great for pork, venison, beef, and more! Makes fantastic Brats! One tablespoon per pound of meat. Make some "Bavarian" ground pork burgers tonight! **Ingredients:** SALT, SPICES, CARAWAY, DEXTROSE, GARLIC, ONION, MSG.  
**78% less sodium than table salt!      130mg sodium per ¼ tsp.      Gluten Free**

**Beef - N - More # 015**

**A Bold Blend for Beef & More!**

The name says it all! Put on hamburgers, steaks, brisket, pork chops, ribs, pork steaks, tenderloins, chicken, fish, vegetables, soups, salads, N - More! **Ingredients:** SALT, SPICES, GARLIC, ONION. **84% less sodium than table salt!      100mg sodium per ¼ tsp.      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, chili, and even on ribs! See Bloody Mary recipe on page 16. **Ingredients:** SALT, SPICES, GROUND GRAINS (wheat, corn, rice or barley), ONION, GARLIC, MSG, NATURAL FLAVOR, SUGAR, RICE CONCENTRATE (for free flow).  
**77% less sodium than table salt!      140mg sodium per ¼ tsp.**

**Breading Mix # 034**

**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 for venison and meatloaf! **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      413mg sodium per ½ cup.**

**Breakfast Sausage # 053**

**Breakfast Just Got Better!**

Tired of store bought, over salted breakfast sausage with no flavor? Turns out, it's easier, tastier and healthier to make your own! Add 1 Tbl. to 1 lb. ground pork (turkey, chicken or beef), make into patties, cook until done. **Ingredients:** SALT, SPICES, SUGAR, GARLIC, MSG, HONEY, RICE CONCENTRATE. **86% less sodium than table salt!      80mg sodium per ¼ tsp.**

**Cajun # 023**

**Louisiana Old Country Blend!**

Use on fish and in your favorite Cajun dishes. Invent your own tasty treats with this delicious seasoning blend. Use it on everything! **Ingredients:** SALT, SPICES, GROUND GRAINS (wheat, corn, rice or barley), GARLIC, RICE CONCENTRATE (for free flow).  
**89% less sodium than table salt!      70mg sodium per ¼ tsp.**

**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! **Ingredients:** SPICES (to include capsicum & cayenne), SALT, SUGAR, GARLIC, MSG, RICE CONCENTRATE (for free flow).  
**86% less sodium than table salt!      85 mg sodium per ¼ tsp.      Gluten Free**



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

**87% less sodium than table salt!**

**80 mg sodium per ¼ tsp.**



## 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, mac & cheese, french fries, even fish! Use it as your go to seasoning on everything! If you're a Lawry's user, this is the seasoning for you! **Ingredients:** SALT, SPICES (to include paprika), SUGAR, MSG, ONION, GARLIC, RICE CONCENTRATE (for free flow)

**78% less sodium than table salt!**

**130 mg sodium per ¼ tsp.**

**Gluten Free**

## Chili #002

## A Complete Chili Seasoning!

You'll never use chili powder again! Champion Chili Cook-off recipe on the label and on Page 15. Try it on fish or in your favorite casseroles and dips. **Ingredients:** SPICES (to include cumin, cayenne, chili peppers), SALT, GARLIC, ONION, NATURAL FLAVOR, SMOKE, RICE CONCENTRATE. **90% less sodium than table salt!**

**60 mg sodium per ¼ tsp. 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 14

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

**4 calories per serving**

## 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:** CASSIA 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. "Easy Soup Broth" recipe on page 16. **Ingredients:** SALT, GROUND GRAINS, (wheat, corn, rice or barley), SPICES, GARLIC, ONION, MSG, LEMON OIL, NATURAL FLAVOR, RICE CONCENTRATE.

**83% less sodium than table salt!**

**100 mg sodium per ¼ tsp.**

## 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. **Ingredients:** GARLIC, GROUND GRAINS (corn or rice), GARLIC EXTRACTS, NATURAL FLAVOR, RICE CONCENTRATE. **Sodium-Free! Gluten Free**

## 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. **Ingredients:** GARLIC, SALT, SUGAR

**93% less sodium than table salt!**

**45 mg sodium per ¼ tsp.**

**Gluten Free**

## Garlic Salt with Oregano #045

## Something Extra!

Use as you would garlic salt. Great for garlic toast, pastas and in casseroles. Taste the difference! **Ingredients:** GARLIC, SALT, SUGAR, OREGANO

**93% less sodium than table salt!**

**45 mg sodium per ¼ tsp.**

**Gluten Free**

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

**88% less sodium than table salt!**

**75 mg sodium per ¼ tsp.**

**Gluten Free**

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**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! **Ingredients:** SALT, SPICES, SUGAR, GARLIC, MSG, RICE CONCENTRATE.  
**84% less sodium than table salt!      100 mg sodium per ¼ tsp.      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. **Ingredients:** SPICES (to include peppers), SALT, SUGAR, ONION, GARLIC  
**90% less sodium than table salt!      60 mg sodium per ¼ tsp.      Gluten Free**

**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. **Ingredients:** PEPPER, LEMON OIL      **Sodium - Free!**

**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 tonight! **Ingredients:** SALT, SPICES (to include nutmeg), ONION, GARLIC, RICE CONCENTRATE (for free flow).  
**73% less sodium than table salt!      160 mg sodium per ¼ tsp.      Gluten Free**

**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. **Ingredients:** GROUND GRAINS (corn or rice), SALT, NATURAL FLAVOR, RICE CONCENTRATE (for free flow).  
**84% less sodium than table salt!      100 mg sodium per ¼ tsp.      Gluten Free**

**MSG - Free #026**

**Use on Everything!**

Put it on your beef, fish, pork, chicken, eggs, vegetables, salads and more. Use it in place of salt and pepper at the table and while cooking. **Ingredients:** SALT, GROUND GRAINS (wheat, corn, rice or barley), ONION, GARLIC, SPICES, NATURAL FLAVOR, RICE CONCENTRATE (free flow).  
**86% less sodium than table salt!      85 mg sodium per ¼ tsp.**

**Onion Salt #054**

**Just Onion and Salt!**

Two ingredients - no fillers! Has a great salty taste with hardly any sodium! Use as you would any other Onion Salt. **Ingredients:** SALT, ONION  
**78% less sodium than table salt!      130 mg sodium per ¼ tsp.      Gluten Free**

**Original #025**

**Our "First" Blend!**

A delicious, easy to use blend meant for the creative and hurried cook. Use in place of salt and pepper. Use in your favorite recipes and at the table. **Ingredients:** SALT, SPICES, MSG, ONION, GARLIC.  
**63% less sodium than table salt!      220 mg sodium per ¼ tsp.      Gluten Free**

**Pepper Pepper #011**

**Enjoy its Exquisite flavor!**

This black 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, casseroles, fish, 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! **Ingredients:** SALT, SUGAR, SPICES, MSG, GARLIC, NATURAL FLAVOR, RICE CONCENTRATE (for free flow).  
**70% less sodium than table salt!      180 mg sodium per ¼ tsp.      Gluten Free**





## Popcorn Salt #028

## Great Salty Taste!



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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. **Ingredients:** SALT, GROUND GRAINS (wheat, corn, rice or barley), NATURAL FLAVOR, RICE CONCENTRATE (free flow). **75% less sodium than table salt!** **130 mg sodium per ¼ tsp.**

## 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! **Ingredients:** SALT, SPICES, GARLIC, MSG, RICE CONCENTRATE (for free flow). **75% less sodium than table salt!** **150 mg sodium per ¼ tsp.** **Gluten Free**

## Pumpkin Spice #004

## Award Winning Recipe!

The only spice you'll need for GREAT homemade pumpkin pie and more! Pie recipe is on the label! **Ingredients:** CINNAMON, NUTMEG, ALLSPICE, SPICES. **Sodium-Free! Gluten Free**

## 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 or rice) GARLIC, SPICES, NATURAL FLAVOR. **Gluten Free**

## Seafood #016

## For Easy Gourmet Seafood!

Give your fish and seafood, even salads, a great flavor. The secret of many Seafood Restaurants! Use in place of salt and pepper. **Ingredients:** SALT, GROUND GRAINS (wheat, corn, rice or barley), SPICES, ONION, GARLIC, MSG, LEMON OIL, RICE CONCENTRATE (for free flow). **80% less sodium than table salt!** **120 mg sodium per ¼ tsp.**

## Star Anise #018

## Enjoy this Rare 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 on pg. 15. **Ingredients:** SALT, SPICES, GROUND GRAINS (wheat, corn, rice or barley), GARLIC, ONION, MSG, LEMON OIL, NATURAL FLAVOR, RICE CONCENTRATE. **73% less sodium than table salt!** **160 mg sodium per ¼ tsp.**

## 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! **Ingredients:** SPICES, SALT, SUGAR, ONION, GROUND GRAINS (corn or rice), GARLIC, MSG, NATURAL FLAVOR, RICE CONCENTRATE. **89% less sodium than table salt!** **70 mg sodium per ¼ tsp.** **Gluten Free**

## Tasty 2 #024

## Tastier than 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. **Ingredients:** SALT, GROUND GRAINS (wheat, corn, rice or barley), ONION, GARLIC, SPICES, NATURAL FLAVOR, LEMON OIL, RICE CONCENTRATE (for free flow). **93% less sodium than table salt!** **45 mg sodium per ¼ tsp.**

## 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, ribs, etc. **Ingredients:** SPICES (to include capsicum, jalapeno), SALT, GARLIC, SUGAR, MSG, RICE CONCENTRATE (for free flow). **90% less sodium than table salt!** **60 mg sodium per ¼ tsp.** **Gluten Free**

# RUBS!

# RUBS!

# RUBS!

RUBS  
COMBO  
PACKS

## **Beef Rub #049**

**Enjoy our Beef Rub!**

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

**Ingredients:** SPICES (to include Paprika and Pepper), SALT, GARLIC, RICE CONCENTRATE.  
86% less sodium than table salt!      85 mg sodium per ¼ tsp.      **Gluten Free**

## **Chicken & Pork Rub #050**

**Enjoy our Rub!**

We like to keep things simple at Pleasuring. It says what it is. From wings to pork butts even your turkey, this rub covers all of them. Shake on, cook to temp and enjoy!      **Gluten Free**

**Ingredients:** SALT, SPICES (to include Paprika and Pepper), GARLIC, RICE CONCENTRATE.  
82% less sodium than table salt!      110 mg sodium per ¼ tsp.

## **Sweet Chicken & Pork Rub #051**      **Enjoy our 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!      Pulled pork recipe on Page 16

**Ingredients:** SALT, SPICES, GARLIC, HONEY, SUGAR, RICE CONCENTRATE (for free flow).  
89% less sodium than table salt!      70 mg sodium per ¼ tsp.      **Gluten Free**

**Save money when you buy combos!**  
**All Combos are made with Small Size Shakers**

## **Dietitians Choice Quartet #039**

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

**Prices on Page 11**

## **Dinner Table Trio #037**

All-Purpose, Mini-Mini Salt, Pepper Pepper



## **Heat Lovers Quartet #035**

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

## **Make it Easy Quartet #040**

Chili, Original, Pizza, Taco



## **Meat Lovers Quintet #036**

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

## **Our Favorites Quartet #042**

All-Purpose, Bloody Mary Mix, Chicken, Original



## **Shake It On Trio #034**

Cheddar, Cinfu!, Popcorn Salt



**Prices on Page 11**

## **Our Top 12 #043**

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



# MERCHANDISE

## Pleasuring® Ball Cap # 091

Gray/black "Flexfit" hat with Logo



Prices on  
Page 11

## Pleasuring® Apron # 092

"A Symphony For Your Tongue"

Gray apron with adjustable straps



## Pleasuring® Cookbook # 093

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



## Cinnamon the Bear # 097

They Will Love this Cuddly "Cinnamon" Bear.

It will even smell like Pleasuring!

(Smells like all kinds of spices not just cinnamon)

8 1/2" sitting



## 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)



## Gray Pleasuring® T-Shirt # 095

Short Sleeve

Specify Size when ordering

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

Youth sizes are available online.



## Gray Pleasuring® T-Shirt # 096

Long Sleeve

Specify Size when ordering

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



## Empty Shakers

Small Size # 087

Medium Size # 088



Prices on  
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# Frequently Asked Questions

## QUESTIONS AND ANSWERS

### 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 82% less sodium than the same size serving of table salt**. Our seasoning blends range in sodium content from 0mg to 220mg sodium per serving. [See Comparisons- pg 2.](#)

### 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. Tomatoes and other foods have their own "natural" MSG. 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 next page). His wife, Lenore, retired from Pleasoning® in 2007, Their daughter, Kathy, and son-in-law, Paul Boorman took over the business in 1998. It is now run by Kathy (2nd generation) and her son, Dominic and daughter, Jaime (3rd generation). [They are the only employees.](#)

### 8) What stores sell Pleasoning?

**Most Woodman's Stores in Wisconsin and all the Festival Foods in Wisconsin carry it!**

### 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, 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, phone and the internet. You can order just 1 shaker or 100 shakers. Your order will usually be shipped out within 3 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 & is found on restaurant tables all over the Midwest. Let your taste buds decide which one you like more!

### 11) Is there an expiration date?

No, seasoning blends do not "go bad". Over 3 to 4 years they will grow weaker so you may need to use more to get the flavor you want.

### 12) 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 different seasoning blends. So come in and try before you buy!

# Our Story

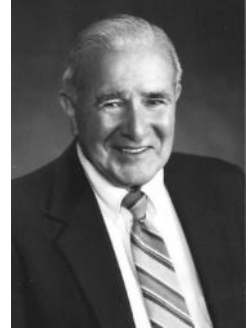
Want excitement and romance in your eating? Maestro Francesco Italiano (Frank) created the PLEASONING blend for you! Through the combination of his musical expertise and a chemistry background he created taste sensations (his Italian mother's use of herbs and spices helped) that you will never want to 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 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, conducting it 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 and passed away in 2022. Their daughter, Kathy, and son-in-law, Paul Boarman took over the business in 1998. Paul passed away in 2021. It is now run by Kathy (2nd generation) and her son, Dominic and daughter, Jaime (3rd generation). **They are the only employees!**



**Frank Italiano  
1915 - 2006**

## 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.

## Cinful® Apples

- Mix together the following: 1/4 cup plain yogurt
- 1 apple (cut into pieces)
- 1 tsp. "Cinful®" PLEASONING®

## 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.

## Fast Spaghetti Sauce

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

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

## 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 to 1/2 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 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 3 1/2 to 4 hours or until juices run clear when pierced with a fork.

## 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.

## 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.

## 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.

## 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 (you can marinate longer in refrigerator). Cook or grill until done!

## Pleasoning Taco Meat

- 1 lb. ground beef
- 1 onion, chopped
- 1/2 cup water
- 4 tsp. "Taco" Pleasoning®

Brown ground beef and onion, drain. Add water and Pleasoning®. Simmer 15 minutes. Great for taco's, burritos and more!

## Pleasoning Chili (Award Winning!)

- 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



## 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).

## 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 on page 14)
- OR Fast Spaghetti Sauce (recipe on page 14)
- 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

## 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.

## 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" Pleasong®

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!**

## Pulled Pork

- 8-10 lb. Pork Butt
- Sweet Chicken & Pork Rub Pleasong®
- Mustard

Trim excess fat (as much as possible). Rub mustard all over and then sprinkle on "Sweet Chicken & Pork Rub" Pleasong®, cover the whole pork butt and pat on.

Set smoker to 225° - cook to internal temp of 165°. Put in a tin pan and cover with aluminum foil, put back in smoker cook to internal temp of 200°. Let rest 1 to 2 hours, pull apart with forks or claws. Plan on 7 to 8 hours total cook time.

## 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" Pleasong®

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" Pleasong®
- 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 Pleasong® and parmesan cheese. Bake at 375° for 30 to 45 minutes until done.

## 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" Pleasong®. Stir until well blended. Add more "Bloody Mary Mix" Pleasong®. OR "Caution!" OR "X-Treme Caution!" Pleasong® for a spicier drink. Serve with your favorite garnishes.

## Slow Cooker "Italian" Mushrooms

- 1 pint whole button mushrooms
- 1 stick butter
- 1 Tbls. "Italian" Pleasong®

Place all ingredients in slow cooker and cook on HIGH for 4 hours or until soft.

## Smoked or Baked Pork Tenderloin

- 2 pack pork tenderloins (1 to 1 1/2 pound each)
- "Chicken" Pleasong® (or your favorite Pleasong®)

Prepare smoker or oven to 225°. Smoke or bake 2 to 3 hours until internal temp is 150°. Let rest 5 to 10 minutes before slicing.

## 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" Pleasong®
- 1/2 tsp. "Garlic Garlic" Pleasong®
- 6 - 7 slices American cheese.

Combine both soups, rice, onion, broccoli and Pleasong® 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.

## Taco Soup

- 1 lb. ground beef
- 1/4 cup onion, chopped
- 1 can tomatoes, diced (undrained)
- 1 can Rotel tomatoes and green chilies (undrained)
- 1 can chili beans (undrained)
- 1 can kidney beans (undrained)
- 1 can whole kernel corn (undrained)
- 3 to 4 tsp. "Taco" Pleasong® (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" Pleasong®
- 1/4 tsp. "Star Anise" Pleasong®
- 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" Pleasong®. 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" Pleasong®
- 1/4 tsp. "Star Anise" Pleasong®
- 1/3 cup butter

Mix flour and brown sugar thoroughly with "Cinnamon" and "Star Anise" Pleasong®. 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.

## Grilled Sweet & Spicy Brats

- Uncooked Bratwurst
- Pineapple juice

- 1 Tbl. "Pork" Pleasong® per pound of meat

Poke small holes in brats with the very tips of a fork or with a toothpick. Place brats in kettle. Cover with pineapple juice and add "Pork" Pleasong®. Bring to a boil, cover and simmer for 20 to 25 minutes. Grill over direct heat for 10 to 15 minutes or until done. Be careful not to burn the brats because of the sugar content from the pineapple juice.

## Easy Breakfast Sausage

- 1 lb. ground pork (turkey, chicken or beef)
- 1 Tbl. "Breakfast Sausage" Pleasong®

Combine and make into patties, cook until done.



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\$12.01 to \$20.00.....	\$6.00
\$20.01 to \$35.00 .....	\$7.00
\$35.01 to \$50.00 .....	\$8.00
\$50.01 to \$65.00 .....	\$9.00
\$65.01 to \$70.00 .....	\$10.00
\$70.01 to \$85.00 .....	\$11.00
\$85.01 to \$100.00 ...	\$12.00
\$100.01 and over .....	<b>FREE</b>



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**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 different  
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Total Amount Due

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