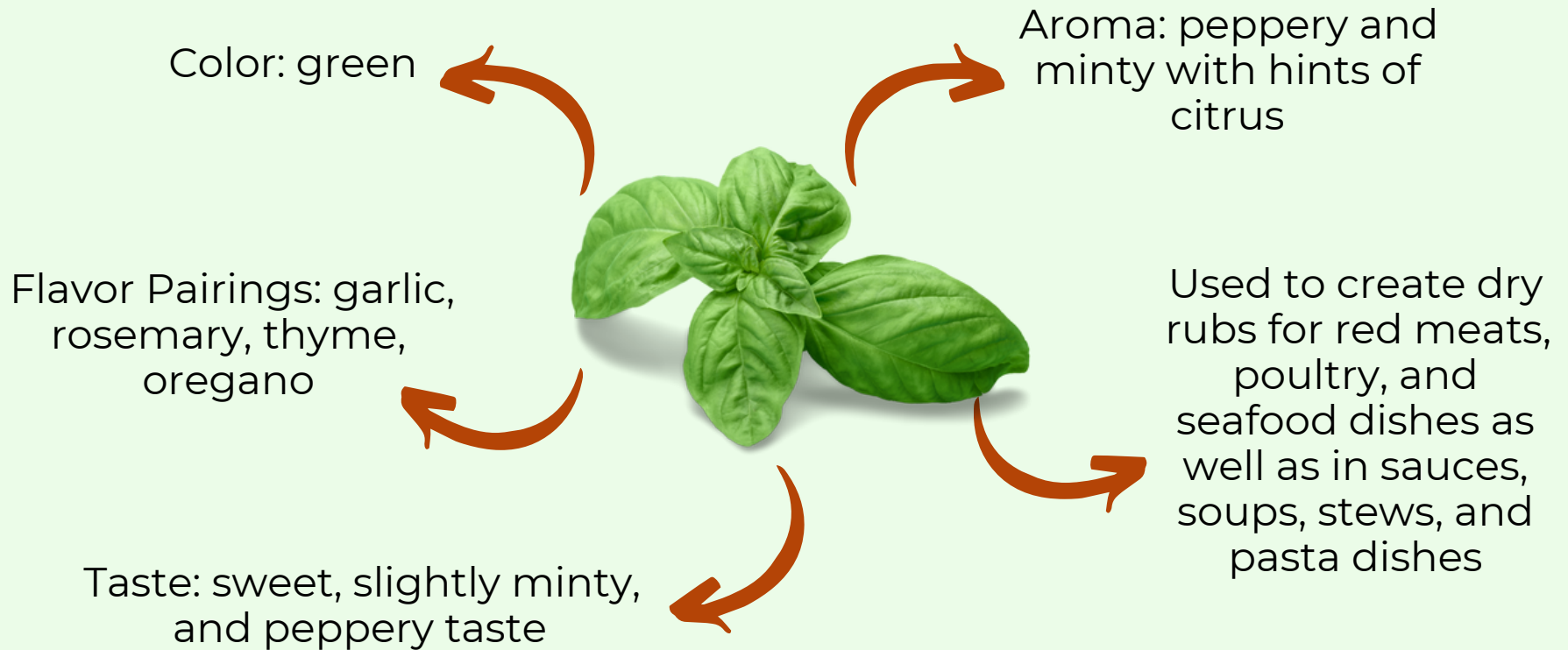




LEAFY BREWS

YOUR HERBS HANDBOOK

BASIL



Dried basil has a more assertive flavor than fresh basil and is best when added to the end of cooking because prolonged heat will deteriorate its distinct flavors. It is commonly used in Italian, Mediterranean, Thai, Vietnamese, and American cuisine.

BAY LEAVES

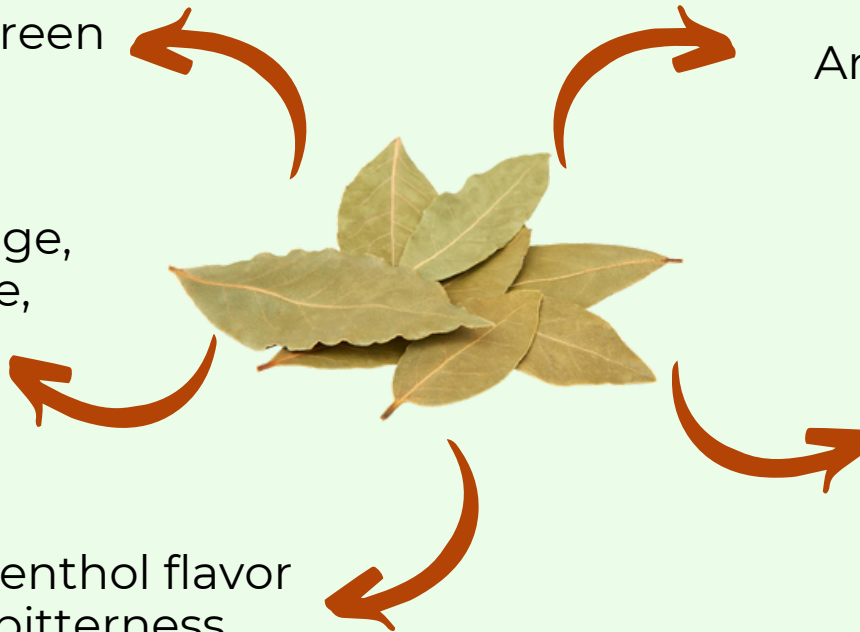
Color: olive green

Aroma: Herbal

Flavor Pairings: sage,
marjoram, thyme,
oregano

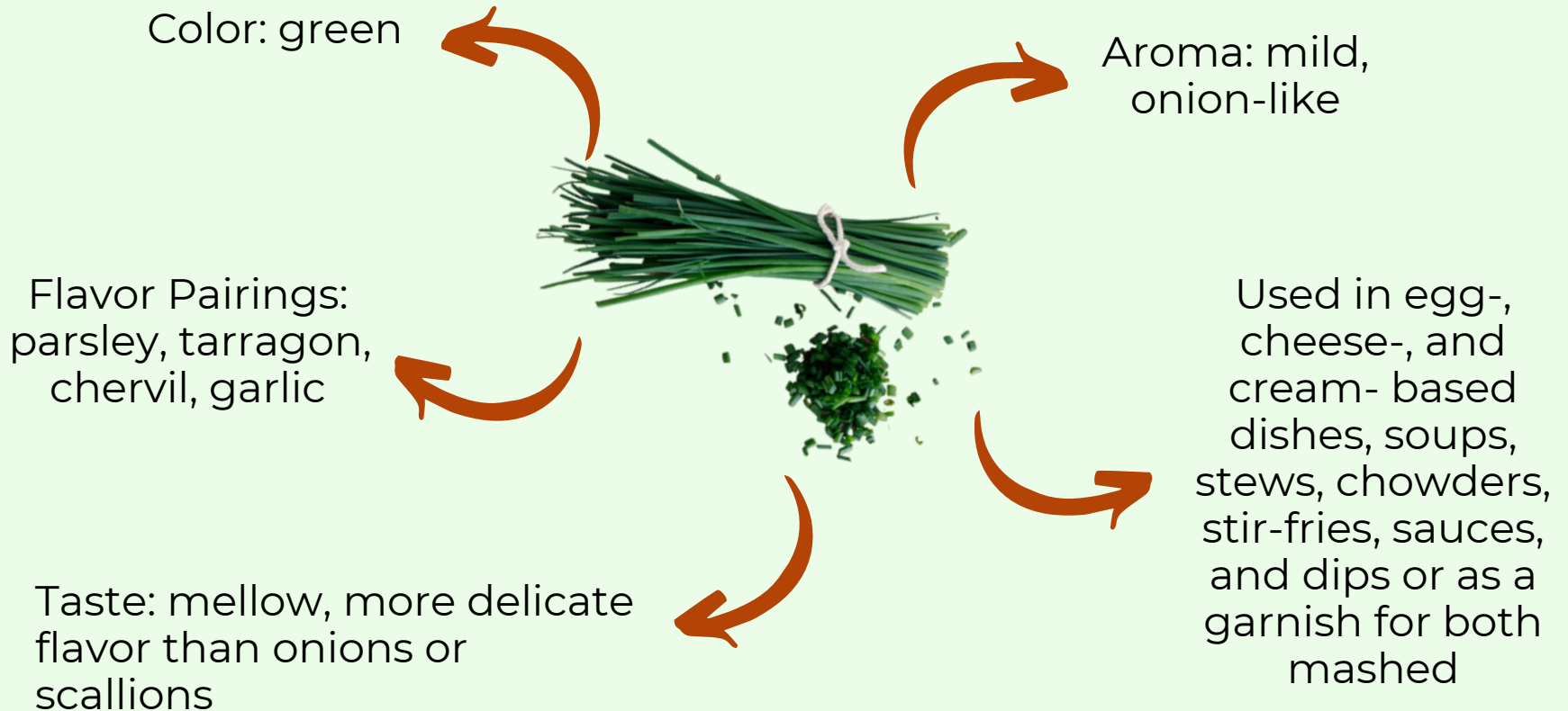
Used to create
Infused in soups,
stews, and sauces;
removed before
serving

Taste: earthy, menthol flavor
with a slight bitterness



Did you know that bay leaf is one of the few herbs that taste better when dried instead of fresh? It's always a good idea to add whole bay leaves during cooking but remove them before eating to enjoy your dish's full flavor and aroma.

CHIVES



Chives can be a great choice to add a subtle onion flavor to your dish. The onion family's smallest members have a delicate flavor that can be enjoyed by adding them towards the end or after cooking. It's important to note that chives tend to lose their taste with prolonged exposure to heat, so to get the best out of them, it's best to add them as a finishing touch.

CILANTRO



Cilantro and dill weed are two herbs that add distinct flavor to dishes. While cilantro is versatile and used in Latin American, Caribbean, and Asian cuisines, it should be used sparingly. Dill weed, obtained from the dill plant, should also be used sparingly due to its intensifying flavor.

DILL WEED

Color: green

Aroma: anise-like with citrus notes

Flavor Pairings:
mustard, horseradish,
basil, garlic

Used in fish dishes,
yogurt- or sour
cream-based dips
and sauces,
mayonnaise-based
salads, and deviled
eggs

Taste: piney flavor with notes
of anise, citrus, mint, and
pepper

Dill weed is from the leaf and stem of the dill plant. While deriving from the same plant, dill weed differs from dill seed, and the two should never be substituted. Dill weed should be used sparingly in most applications because its flavor increases with time.

JUNIPER BERRIES

Color: blue-black

Aroma: flowery and fragrant

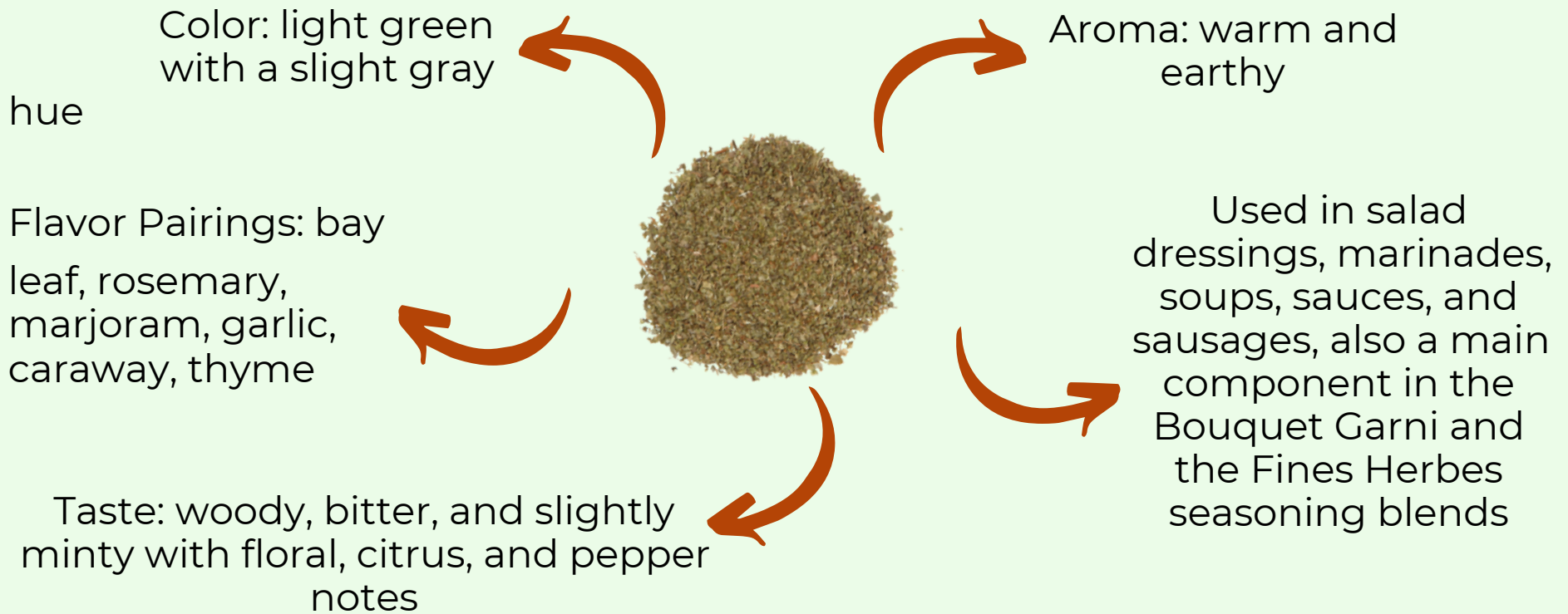
Flavor Pairings: bay leaf, rosemary, marjoram, garlic, caraway, thyme

Used to season game meat, flavor liquor, and create marinades, sauces, and brines

Taste: sharp and piney with a slightly citrusy, bittersweet taste

It's worth noting that juniper berries are not berries but female seed cones obtained from the juniper plant. Moreover, their potency is such that only 3-4 berries can infuse an entire dish with their distinctive flavor.

MARJORAM



You may be interested in knowing more about the Marjoram herb. It's a close cousin of Oregano and a perennial plant from the Mediterranean. In many recipes, Marjoram is an excellent alternative to Oregano if you're looking for a more delicate and slightly minty flavor. Adding it towards the end of cooking is best to preserve its unique taste.

MINT

Color: deep green

Aroma: pungent and fresh

Flavor Pairings: basil, thyme, tarragon, dill weed, fennel seed, and coriander



Taste: menthol-forward flavor with cool, sweet notes

Used to make herbal teas, mint sauces, jellies, and chutneys, season meats, salads, roasted vegetables, and stews, and is a key ingredient in yogurt sauces

With its remarkable versatility, Mint seamlessly enhances sweet and savory creations, offering a harmonious balance to the tang of acidic ingredients. Its robust character is celebrated in the culinary traditions of the Middle East, Turkey, Greece, and India, where its presence is a staple. Mint's enduring flavor allows it to be introduced at the onset of cooking, infusing dishes with its distinctive aroma.

OREGANO

Color: green

Aroma: warm and earthy

Flavor Pairings: chili powder, basil, marjoram, fennel seed, parsley, thyme

Used in tomato-based sauces, marinades, dressings, and egg- or cheese-based dishes, common garnish on sandwiches, pasta, and pizza

Taste: earthy, sharp, and slightly bitter with notes of pepper



Cherished for its geographical diversity, Oregano varies notably across regions, with Greek, Italian, and Mexican variants remarkably esteemed in the United States. Its bold, vibrant essence is an ideal marjoram alternative, injecting a zestful twist into culinary compositions.

PARSLEY

Color: deep green

Aroma: bright and herbal

Flavor Pairings: bay leaf, rosemary, marjoram, garlic, dill weed, thyme

Used to make herbed butter, cheese, and aioli, for flavoring and/or garnishing sauces, soups, and salads, and is a main component in the traditional Bouquet Garni blend

Taste: clean and grassy with warm, earthy notes and a faint bitterness



While fresh parsley imparts a vibrant flavor, its dried form offers a subtler essence, making it an ideal garnish to enrich dishes with a splash of color and texture. Moreover, dried parsley proves its mettle in slow-cooked meals, preserving its flavor profile throughout prolonged cooking.

ROSEMARY

Color: pale green

Aroma: Piney with eucalyptus notes

Flavor Pairings: oregano, basil, sage, parsley, thyme, mint

Taste: warm and woody with notes of lemon, pine, and mint

Used to season meats, sauces, and soups, baked into crackers and bread, and an essential ingredient in the traditional Bouquet Garni and Herbes de Provence seasoning blends

Hailing from the mint lineage, rosemary, a strong evergreen shrub, demands judicious use in its dried form to prevent overshadowing other flavors. Its resilience during extended cooking periods makes it a formidable contender in the culinary realm.

SAGE

Color: gray-green

Aroma: pungent and earthy

Flavor Pairings: celery seed, smoked paprika, thyme, rosemary, marjoram

Used to season poultry, pork, duck, goose, lamb, stuffing, soups, and roasted potatoes, frequently used to preserve and flavor sausages

Taste: herbaceous and savory with hints of peppermint and pine



Sage, native to the Mediterranean, emerges from an aromatic evergreen shrub.

Between the ground and rubbed sage, the former stands out for its pronounced, assertive flavor, suited for dishes that benefit from its distinct, woody undertones.

TARRAGON

Color: deep green

Aroma: licorice,
similar to anise

Flavor Pairings: chives,
rosemary, parsley,
thyme, mustard seed,
anise

Used to season
poultry, pork, lamb,
game, seafood,
sauces, vinegar,
dressings, oils, and
herbed mayonnaise
recipes

Taste: earthy and bittersweet with
notes of licorice and mint



Tarragon, known for its potent flavor profile, necessitates cautious use to ensure it complements rather than dominates a dish. Best added towards the end of cooking to avert bitterness, crushing tarragon leaves unveil their full aromatic spectrum.

THYME

Color: green-brown

Aroma: warm and earthy

Flavor
basil,
marjoram,
onion, parsley

Pairings:
rosemary,
garlic,

Used to season meat, fish, eggs, and vegetable dishes, create compound butter and soups, and as an ingredient in soups, stews, and dressings

Taste: sharp and piney with a hint of mint and pepper



Tarragon, known for its potent flavor profile, necessitates cautious use to ensure it complements rather than dominates a dish. Best added towards the end of cooking to avert bitterness, crushing tarragon leaves unveil their full aromatic spectrum.



SPICE BLENDS

LEMON PEPPER

GRILLED STEAK

CAYENNE PEPPER

PAPRIKA

JAMAICAN JERK

ANISE SEEDS

CARDAMOM PODS

SWEET PAPRIKA

HUNGARIAN PAPRIKA

AFRICAN BIRD

TURKISH SUMAC

INDIAN MASALA

GRILLED CHICKEN

ZA'ATAR

CUMIN GROUND

TURMERIC



ADOBO

Color: Golden brown

Aroma: Robust and garlicky

Flavor Pairing:
Complements chicken, beef, and vegetable dishes

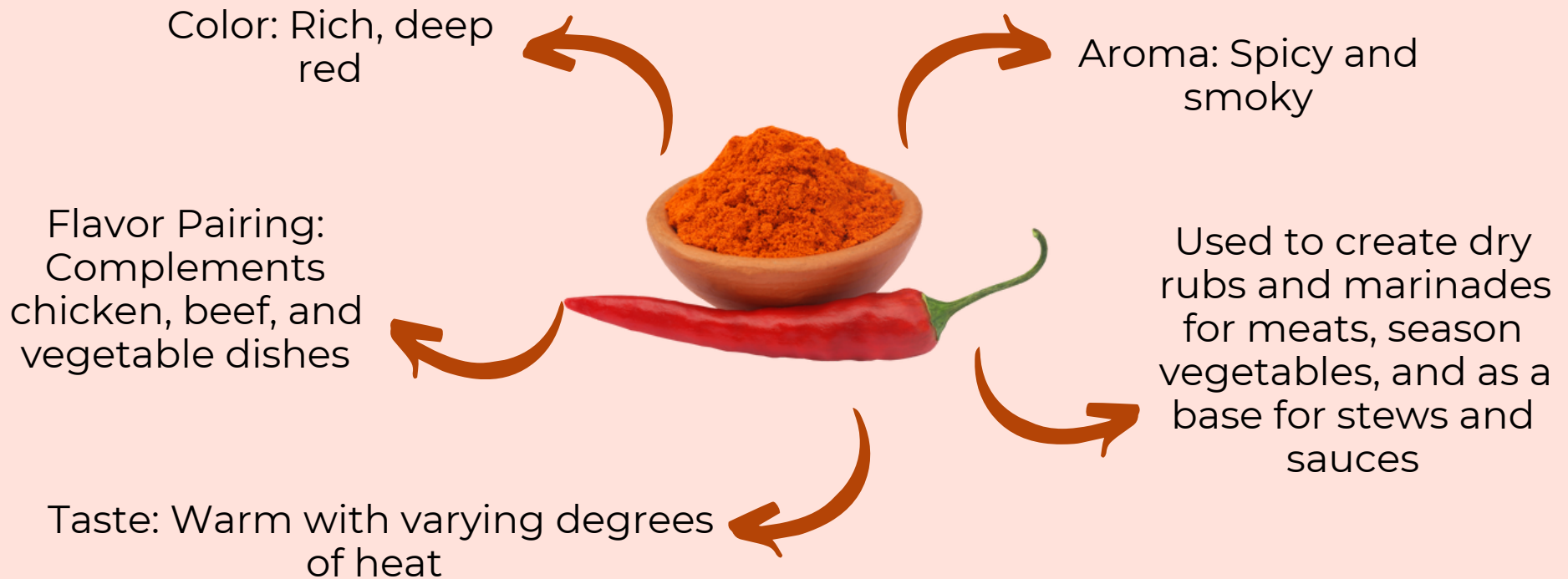
Used to create dry rubs and marinades for meats, season vegetables, and as a base for stews and sauces

Taste: spicy and savory



Adobo seasoning, cherished in Spanish, Caribbean, and Latin American kitchens, melds garlic powder, salt, black pepper, Oregano, and additional savory herbs for a versatile flavor profile.

CHILI POWDER



Chili powder, a staple in Mexican, Indian, and Southwestern fare, weaves ground chile peppers with cayenne, cumin, Oregano, paprika, garlic powder, and salt, offering a heat spectrum from mild to medium.

CHINESE FIVE SPICE POWDER

Color: Dark, earthy brown

Aroma: Complex and aromatic

Flavor Pairing:
Enhances duck, pork, and sweet desserts

Used to season meats like duck, pork, and beef and as an ingredient in dry rubs, marinades, soups

Taste: warm, licorice forward-flavor with complex cool, peppery notes



Chinese five spice powder intricately balances the five fundamental tastes of Chinese cooking—sweet, salty, bitter, sour, spicy—with Szechuan peppercorns, star anise, cassia (or cinnamon), fennel, and clove.

CURRY

Color: golden

Aroma: Fragrant and earthy

Flavor Pairing: Suits chicken, lentils, and rice dishes

Curry dishes, stir fries, chicken salads, and seasoning meats

Taste: Complex, with a spicy warmth



Curry powder, a cornerstone of Indian dishes, blends coriander, turmeric, cloves, pepper, garlic, cumin, salt, allspice, and mustard, enriching meals with multifaceted flavors when added early in the cooking process.

EVERYTHING BAGEL SEASONING

Color: Varied, with whites, blacks, and browns

Aroma: Toasty and garlicky

Flavor Pairing: Pairs well with bread, salads, and eggs

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Added to bagels, breads, hummus, soft pretzels, eggs, and roasted meats

Taste: Savory with a slight crunch

Everything bagel seasoning merges toasted sesame seeds, poppy seeds, garlic, onion, and salt, creating a universally appealing mix.

JERK SEASONING

Color: Dark brown with red hints

Aroma: Fiery and aromatic

Flavor Pairing: Best with chicken, pork, and seafood

Taste: Spicy with a smoky sweetness

Used to create dry rubs and marinades for grilled meats and chicken wings and as an ingredient in stews, soups, and bean-based dishes



Jerk seasoning, hailing from Jamaica, incorporates diverse spices such as salt, cayenne pepper, cumin, smoked paprika, cinnamon, garlic powder, onion powder, and thyme, defining this unique cooking style.

PICKLING SPICE

Color: Multi-colored, with browns, greens, and blacks

Aroma: Piquant and aromatic

Flavor Pairing: Ideal for pickled vegetables and meats

Pickling vegetables, making brines to cure meats, and creating savory marinades for slow-cooked meats

Taste: Complex, with a tangy sharpness



Pickling spice combines bay leaf, mustard seeds, black peppercorns, allspice, juniper berries, and coriander in whole and chopped forms, essential for the pickling process.

POULTRY SEASONING

Color: Greenish-brown

Aroma: Herbaceous and slightly floral

Flavor Pairing:
Complements chicken, turkey, and stuffing



Used to season poultry, fish, pork, stuffing, pot pies, casseroles, and soups

Taste: Savory with a hint of sweetness

Poultry seasoning combines thyme, sage, marjoram, rosemary, pepper, and nutmeg, offering a fresh, savory bouquet ideal for dressing poultry dishes.

PUMPKIN PIE SPICE

Color: Warm brown

Aroma: Sweet and
spicy

Flavor Pairing:
Perfect for
pumpkin dishes,
baked goods, and
coffees

Used to flavor hot
and cold
beverages, pie
filling and other
baked goods, and
frozen treats

Taste: Warm, with a sweet
spiciness



Pumpkin pie spice, a festive mix of cinnamon, ginger, nutmeg, allspice, and cloves, transcends its namesake use to season various autumn-inspired recipes.

SAZON

Color:
Bright
orange-red

Aroma: Earthy with
a hint of citrus

Flavor Pairing:
Excellent with
meats, rice, and
beans

Used to season
meats or as an
ingredient in dry
rubs, marinades,
and soups

Taste: Rich, with a slightly smoky
undertone



Sazon is a vibrant spice mix containing annatto, coriander, cumin, garlic, MSG, paprika, and salt, known for enhancing dishes during and post-cooking.

ZA'ATAR



Za'atar is a cherished Middle Eastern blend, differing by region but typically mingling Oregano, thyme, sumac, toasted sesame seeds, and salt.

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