

## A note from Bill

A New Cinnamon! If you've been our customer a while you know the difference really good cinnamon can make in your baking. For years we've had four amazing cinnamons and for years you've had to choose which cinnamon was right for you. But choosing one excludes three, and I have a sense of loss in that, plus it can be a little complex. So in the spirit of simplifying your life we offer you a fifth choice — Penzeys Cinnamon. The Cinnamon that has it all—the classic flavor of Korintje, the richness of Vietnamese, the sweetness of China Tung Hing and the exceptional deliciousness of Ceylon all in one jar. Mixed just right to bring the best of the world to everything you bake. Great for you, great for a friend. So simple, so right.

Last time you may remember I brought up the idea that we were thinking about opening a store in Buffalo and asked for your input on where you would like to see future Penzeys stores. As your suggestions came in Jeri, Teddi, Grandma Ethel and I were on a road trip South with the plan of coming back along the east coast. We were in no hurry to be anywhere so we were able to zig and zag a bit to see a bunch of your recommended spots along the way. We often found ourselves traveling through totally perfect areas just a little off the beaten path that we otherwise would have missed.

Most of the spots recommended were on wonderful older streets with shops that go back years, and a real sense of people coming together, a real sense of community. Yet for other places where those streets don't exist, the consensus in your emails was for "Lifestyle Centers." These new huge open-air malls, usually found at suburbs' outer edges, are a commercial attempt to recreate just the retail and entertainment parts of Main Street. We drove through some of these as well and for me they raise some questions. Mainly, should we stick to finding all the wonderful, old soul-filled real Main Streets across the country we can? Or should we attempt now and again to put stores in these new centers with the hope of planting the seeds that might possibly grow into future communities?

I think we have a good start already. The very real people working in our stores, our very real customers, coming together and talking about cooking in a way that means something does so much to nurture the greater family of human kindness that is at the heart of community. Still I think we need to figure out how to do even more—but what? You clearly are a thoughtful group. Please give this some thought. What is it lifestyle centers are missing? Might be a good topic for the dinner table. If you come up with anything please let me know.

Thanks, and give our new cinnamon a try, I think we got it just right. You're gonna like it. [bill@penzeys.com](mailto:bill@penzeys.com).

Bill

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Ah, Thanksgiving, the day of cooks. Thanksgiving is the only holiday where the whole thing can take place within the embrace of your kitchen. It's the day of the year our kitchen comes closest to overflowing. I made a promise to Jeri after our marriage to happily combine our two families together for Thanksgiving at our house. The promise was we would make enough of everything to send everyone home with as many leftovers as if they had cooked Thanksgiving dinner themselves. So even though we are only cooking for about 18, I do like to cook three turkeys. Well, maybe two and a half. I cook the breast separately for the third and use the rest to make stock for my gravy (see One for the Road p. 62).

Three is just the right number of turkeys for this catalog as we are featuring three great seasonings for turkey. The very traditional Poultry Seasoning that is the perfect blend of herbs for turkey, stuffing and gravy. The traditional since 1975 to the Penzey family's Thanksgiving turkey, Bicentennial Rub—a colonial style blend of great flavor and color that to our family is Thanksgiving. And the not so traditional, but exciting and bursting with flavor Bangkok Blend to bring a sense of variety to your holiday table. Pick one, or with three birds try them all. Your guests will be glad you did.

What's new this time is that we are introducing an exciting new gift concept for the coming holiday season. We call it the Mini, and even though it fits in your hand and costs right next to nothing, the flavors it packs are beyond imagination. Our amazing Garlic, incredible Freshly Ground Pepper, the brand new Penzeys Cinnamon, and the always delicious, always free from salt—but you would never know it—Mural of Flavor. These are four jars that define the best in flavor; four jars that define the Penzeys experience. This is a gift that will both instantly, and dramatically, improve the cooking of anyone you give it to, while at the same time remarkably appearing small enough that no one feels awkward accepting it. Great limited time introductory price. Buy a stack, hand them out freely.

And enjoy this Thanksgiving. At some point make sure you take a moment at the table to sit back, look up, and enjoy all that your efforts have brought. Yes, the convenience and cost savings of being able to make good, tasty treats in your home whenever you want is a big part of what cooking is all about, but there really is more. Look around the table, see the people in your life, see the joy in them being together. Watch as the gravy disappears. I have found that each time you cook life gets better, richer, more magical. Cook one time and you will get thanks. Cook for a lifetime and you will have so much to give thanks for. Ah, Thanksgiving, the day of cooks.

Bill