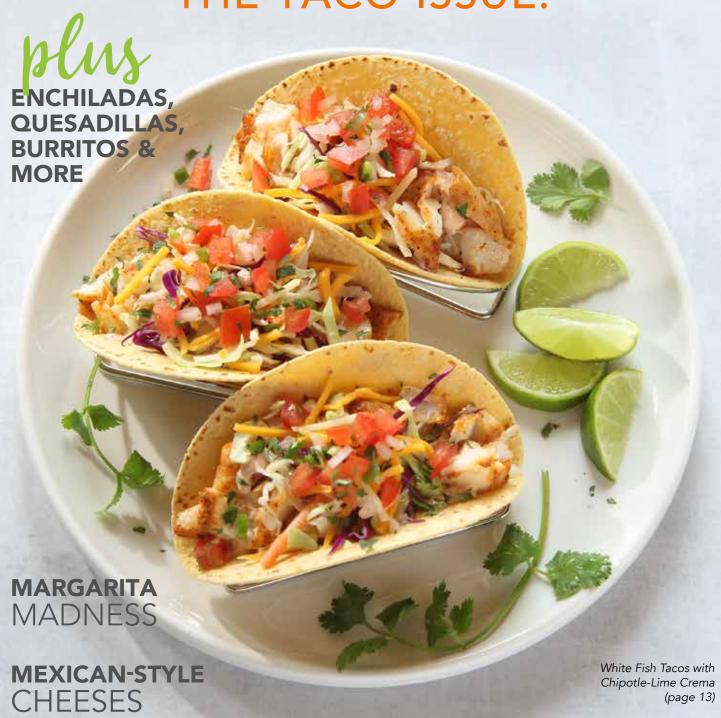
## KOWALSKI'S AT HOME

THE TACO ISSUE!



#### thoughts from the KOWALSKIS

There's a saying that goes, "You can't please everyone; you're not a taco."

Culinary Director Rachael Perron attempts to please all with a collection of recipes and ideas for not just tacos but all the best Mexican-inspired meals in this special issue. If, by chance, tacos aren't your thing, her suggestions for quesadillas, enchiladas, chilaquiles and tortas are sure to offer delicious inspiration. (Not sure what *chilaquiles* or *tortas* are? Turn to pages 10 and 17 to find out.)

We're also looking at Mexican-style cheeses from the Specialty Cheese Department on page 6 and offering an appropriately themed snack selection just perfect for your summer entertaining needs on page 7. A slightly more controversial topic in the world of Mexican cuisine, we are also exploring the differences and best uses for flour and corn tortillas (spoiler: they're both great!). On page 19 we're taking a look at some of the many, many local salsas we offer and new ways to use them that you might not have considered. Our own Signature salsa is part of the feature starting on page 20, where we are highlighting our private-branded Mexican ingredients and recipes.

Our Stakeholder Spotlight returns in this issue with a conversation with our Wine Director, Brian Mallie, or as he calls himself, "Wine Shop Employee Double-O-One." As the very first employee hired in the very first of our seven Wine Shops, Brian has been influential in the evolution of our selection and the services we offer. He's a gem of an employee and an incredibly thoughtful and interesting person, too. We know you'll enjoy getting to know more about him on page 18.

And what would a Mexican-themed issue be without margaritas? A collection of classic and clever cocktails based on this most popular seasonal sipper is found on pages 22-23. Cheers! "¡Salud!"

As always, we love sharing the goy of Good Food!

Many thanks,

Mary Anne Kowalski and Kris Kowalski Christiansen



**KOWALSKI COMPANIES IDENTITY STATEMENT:** Kowalski Companies is a civic business. All stakeholders are obligated to organize, educate and set policy according to democratic principles and standards. We do this in partnership with other demonstrations of the Midwest Active Citizenship Initiative to renew and sustain democracy and to create a world that is abundant and just.



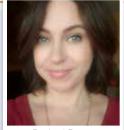
Now you can have all the best tastes of a Kowalski's summer anywhere you are. Kowalski's *The Joy* of *Good Food* Truck offers some of our best Signature recipes and exclusive products perfect for any party or event. The 2021 menu includes customer favorites from our own private smokehouse, including Naturally Raised pulled pork, beef, chicken and even our Signature Dry-Rubbed Pork Spareribs. We also serve up some of the best burgers and dogs around, including our exclusive Kobe-style Akaushi Beef Burgers and Hot Dogs, plus our own recipes for Bold Baked Beans, Herbed Slaw and our famous Aunt Nettie's Potato Salad. And did we mention tacos? They're made with our own Naturally Raised meats, smoked in-house, with toppings both classic and Kowalski's-style, like smoked Gouda, sweet kale slaw and our own Signature BBQ sauce. **Call 651.313.6870 to book our food truck today.** 

SUPPLICATION

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## DOKING HOME: | Continue | Contin

Taco salad is one of those meals you just can't get wrong. It's not just that everyone loves it (at least in my house), but you literally *can't* get it wrong. You don't need a recipe. You just need your favorite taco ingredients and a big plate. Key word here is "your." When it comes to taco salad, you're the boss, and no one can tell you otherwise.

When it comes to tacos, I'm not fussy about fillings. Fish, veggies, chicken, eggs, pork – you name it, I'll eat it. But when it comes to taco salad, I am all about the seasoned ground beef, and only iceberg lettuce will do. Plenty of people agree with me on this, I'm sure, but where I'll lose a few of you is with my choice of dressing.

I love our Signature Chipotle Lime Vinaigrette. Our Mexi-Ranch is also a winner. But my all-time fave is French. My mom called it Catalina, some call it Western – they're a little different, but also a lot the same. If you've never tried this particular dressing on your taco salad, I highly recommend it. I've said it before and will never stop saying it: food is all about balance. Spicy meat, onions and peppers are heaven when balanced with a sweet and tangy sauce. But you do you. There are no rules (and no recipe) when it comes to this one. Enjoy!

Warmly, Rachael

P.S. Combine the best of both worlds when you visit the Burrito Bar and Salad Bar. *Taco Tuesday* just became *Tacos Anyday*!

# GOOD TO KNOW Our strict food safety protocols ensure you can enjoy the Salad Bar with confidence. We provide

gloves for your convenience and protection and change utensils often throughout the day. STRAL WATE

## the power of a FLOWER

In a 2005 study, a team of psychologists from Rutgers University proved what most of us already knew, or at least would have guessed: receiving flowers makes people happy.

Producing positive moods, behaviors, emotional responses and even improved memory function, research showed that gifts of flowers not only promoted instant benefits but long-term benefits, too. In addition to triggering positive responses, flowers were also shown to reduce negative emotions and behaviors. A June 2017 article in *Psychology Today* further reported great psychological effects from exposure to flowers because they stimulate the feel-good brain chemicals dopamine, serotonin and oxytocin.

Color is likely a big part of flower power. All hues have a manner of influence on mood. Color theory ascribes kindness with pink, optimism and joy with yellow and orange, confidence and love with red, creativity and clarity with blues and purples, and peace with white and green shades. The aromatherapy that flowers offer is thought to have significant emotional impact, too.

## Flowers always make people better, happier and more helpful; they are sunshine, food and medicine for the soul.

- Luther Burbank

We often associate flowers with gifts, but their benefits are also experienced when you buy flowers for yourself. In fact, flowers can serve as an important form of self-care. Start your day off right by setting flowers on a bedside table so you see them when you wake up. Hang a flowering basket or plant flowers near your front door as a way to welcome yourself home. Place an arrangement in your workspace to bolster productivity and problem solving.

Try it and experience for yourself the many wonderful powers of flowers!



#### GOOD TO KNOW

- While the Rutgers study included only women, the author concluded that the effect of flowering plants would likely "overcome the convention of gender." So when you consider flowers for Mom this Mother's Day, consider Dad, too!
- Your local Kowalski's Floral Department has buckets to choose from – literally! Pick out loose stems to create a bouquet of your own or select an arrangement made by our talented designers. We deliver!

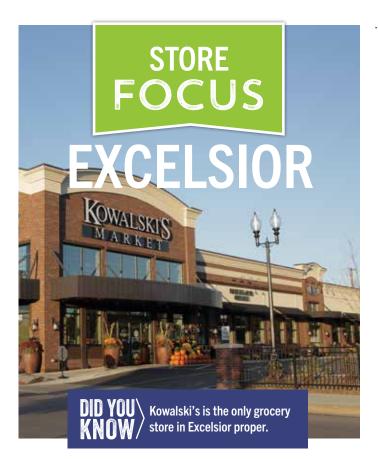




MOSTLY MADE is a woman-owned business in Minneapolis, Minnesota. The idea began as a better way for founder Jillian McGary to bring casseroles to her sister-in-law during her treatment for breast cancer. After cooking many dinners over months, she realized that the most time-consuming part was chopping the vegetables and browning the sausage, so she started making the fillings ahead of time so dinner could be assembled and cooked in a snap. Now you can do the same with these pre-prepped dinner fillings!

Mostly Made Lasagna and Enchilada Fillings allow you to cook fresh, delicious family meals with no chopping, dicing or kitchen mess. Just add a few pantry staples like pasta, tortillas and cheese for a quick dinner solution requiring only 15 minutes of prep. They're made with quality, gluten-free ingredients, including antibiotic-free meat, humanely raised chicken and a pound of veggies in every package!

Mostly Made products are available in the Frozen Foods Aisle. Visit mostly-made.com for recipe ideas.



This summer marks the sixth anniversary of Kowalski's Excelsior Market, which is located in the previous home of Mason Motors on the corner of Water and Oak streets, just blocks from Lake Minnetonka's Excelsior Bay. With just 18,000 square feet of retail space, it's smaller than the typical Kowalski's store, but what it lacks in size, it makes up for in myriad ways. The popular Excelsior store offers all the hallmarks of a Kowalski's, including a Wine Shop, Starbucks, fresh sushi, and indoor and outdoor seating. When it opened, it was also the one and only Kowalski's to feature a bakery service counter and to provide exclusively full-service meats.

Excelsior is a strong, vibrant, caring community located only 20 minutes from downtown Minneapolis on the shores of Lake Minnetonka. Besides Kowalski's, the small downtown boasts a number of antique and specialty shops and restaurants, giving this very special community a unique feel of old-meets-new.

With a population of just about 2,400, Excelsior explodes with activity in the summer. Bicyclists, boaters, swimmers and picnickers are among the thousands of visitors to Excelsior each year, many of whom come for the city's famed Art in the Park, Fourth of July festivities and Apple Days.



#### **MEXICAN-STYLE CHEESES**

#### **QUESADILLA CHEESE**

Mild and very creamy, this semisoft cow's milk cheese is where quesadillas get their name. As you can expect, quesadillas are the most popular use for this super melting cheese.

#### COTIJA

White, firm, dry and crumbly, this salty cow's milk cheese is named for the town in Mexico. Depending on how long it is aged, the texture can fall somewhere between a feta and a Parmesan. It doesn't melt, so it's often used as a final flourish for tacos, enchiladas or chilaquiles to bring a funky, tangy edge to an otherwise spicy dish.

#### **QUESO FRESCO**

Derived from the Spanish words for "fresh cheese," queso fresco is very similar to fresh farmer cheese with a light, sweet, creamy taste. This tangy, creamy cow's milk selection is often used to balance spicy flavors in Mexican dishes, such as enchiladas.

#### OAXACA

With the flavor of unaged Monterey Jack and the texture of fresh mozzarella, Oaxaca (pronounced *wah-HA-ka*) is used for its superior melting ability. This white, semi-hard cow's milk cheese is often used in enchiladas and stuffed peppers.

#### BAKED QUESO FRESCO (F)



10 oz. wheel queso fresco

1 cup Kowalski's Salsa (your choice of Mild, Medium or Hot)

- Kowalski's Signature White or Yellow Corn Tortilla Chips, for serving

Place cheese in an oven-safe baking dish slightly larger than the cheese; pour salsa around cheese. Bake in a preheated 350° oven until cheese is hot and salsa is bubbling (about 20 min.). Broil on high until cheese is covered in blistered dark brown spots. Serve immediately with tortilla chips for dipping.

### SOUTH OF THE BORDER GRAZING BOARD

Kowalski's Clásico Guacamole Queso-Chorizo Dip (see page 21)

**Pepper Jack Cheese** 

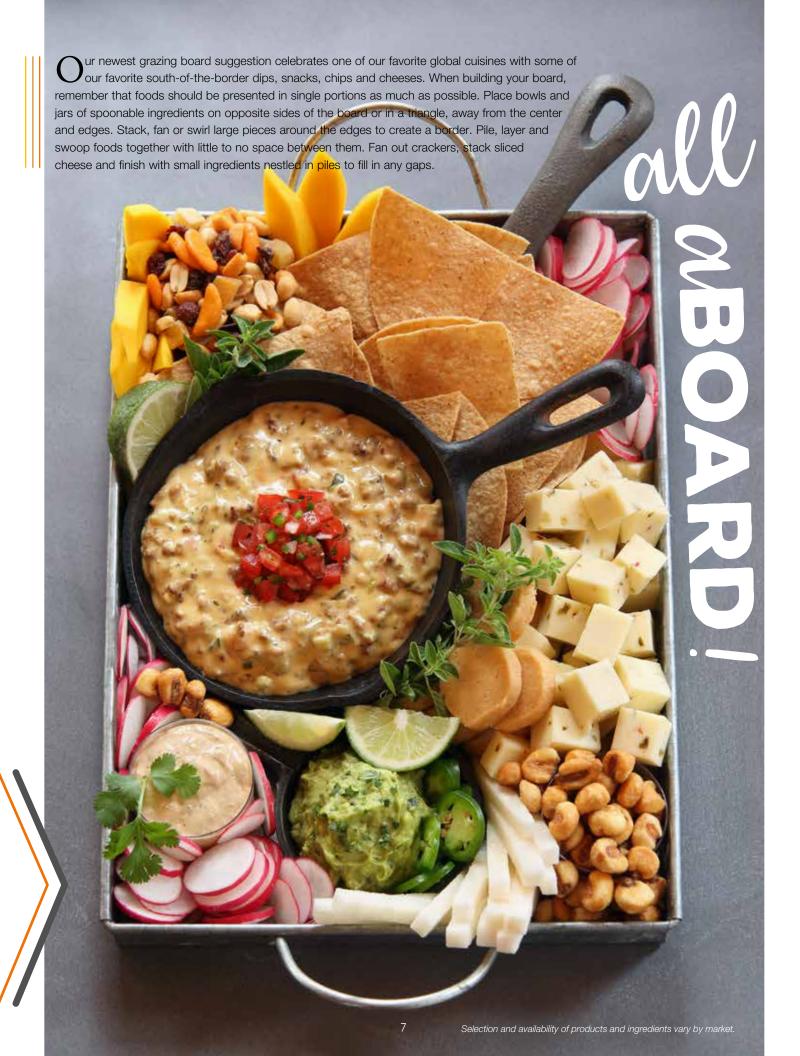
Kowalski's Signature Fresh Mexi-Ranch Salad Dressing (from the Produce Department)

Chile Mango Snack Mix (from the Bulk Foods Section)

Crunchy Quicos Giant Corn Kernels (from the Specialty Cheese Department)

A Gourmet Thyme Cayenne Shortbread (from the Bakery Department)

Kowalski's Signature Yellow or White Corn Tortilla Chips









haring & Caring Hands was founded in 1985 by Minneapolis' own Mary Jo Copeland. Established as a safety-net organization, its mission is to help those who have struggled to obtain assistance from the welfare system and to help with any needs that are not being met. Today the organization exists as a compassionate response to the desperate needs of the poor. It is also a vehicle for volunteers through which they can commit time and resources to make a difference in the lives of the most disadvantaged people in their communities.

Sharing & Caring Hands stands as an emotional anchor and a beacon of hope to those who are alone, afraid or in need. While providing resources for the poor to help each reach his or her greatest potential, Sharing & Caring Hands aims to affirm the self-worth of each individual as well as God's love for all his people.

#### THE NEED

Individuals are falling through the cracks in the government welfare system.

#### THE MEANS

Sharing & Caring Hands is run by volunteers with few paid staff. The center relies solely on donations of time, goods, services and money from the community it serves. Remarkably, it does not accept federal or state financial assistance and is not affiliated with the United Way.

 A staggering proportion of the money donated to Sharing & Caring Hands goes directly to meet the needs of the poor. In fact, less than 10% goes to administrative costs, such as management and fundraising.

#### THE CARE

Sharing & Caring Hands provides a host of services, including food, clothing, shoes, showers, shelter, transportation, medical and dental care, eye exams and glasses, furniture, school expenses, housing costs and other miscellaneous needs.

- More than 20,000 people are served in some way, and over \$400,000 is spent each month on the needs of the poor.
- Sharing & Caring Hands serves over 157,000 meals each year (3,000 per week) to people in need.
- They provide over 3,300 beds to adults and children that would otherwise be sleeping on the floor. Mary's Place Transitional Apartments houses over 600 people each night, over 400 of whom are children.

You can learn more about Sharing & Caring Hands and support its programs at sharingandcaringhands.org.

## PEPPER POWER



Susan Moores, M.S., R.D. smoores@kowalskis.com

peppers can spice up a meal, but can they spice up your health? Yes, they can! Chile peppers, such as habaneros, serranos and jalapeños, offer several potential health benefits. Capsaicin, a substance found in these peppers, is believed to be part of the reason why. The hotter the chile pepper, the more capsaicin it contains.

But every pepper - fiery or mild - is a great pepper to put on your plate. They're all rich in nutrients that protect the cells in your body from damage. Their vitamins and phytonutrients are great for preserving good eyesight and reducing the risk of several types of cancer. Though it's unclear exactly how, some research suggests that eating hot peppers can release endorphins, too. Here are some other important ways peppers benefit health:

#### THEY REDUCE INFLAMMATION

Capsaicin inhibits the activity of a protein in your body called "substance P," which plays a major role in the process of inflammation. Tamp down substance P and you reduce inflammation, which left unchecked is incredibly damaging to your health.

#### THEY REDUCE CONGESTION

Substances in hot peppers "fire up" secretions that help clear out mucus in your nose and lungs.

#### THEY PROTECT AGAINST ULCERS

Hot peppers can kill certain bacteria in your stomach that contribute to the formation of ulcers. Capsaicin actually inhibits acid formation and encourages the lining of your stomach to produce protective, buffering types of juices.

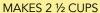
#### THEY MAY HELP WITH WEIGHT CONTROL

Eating hot peppers can briefly dampen your appetite during a meal, which may affect how much you choose to eat. The capsaicin in peppers may also rev up your metabolism (the amount of calories you burn in a day) by as much as 10 percent. It's not a huge boost, but every little bit helps.



You can become less sensitive to the heat that hot peppers deliver by eating them more frequently. This may help your taste buds become less sensitive to their potency.

#### PEPPER-AVOCADO SALSA GF (W)



1/3 cup chopped red bell pepper ¹/₃ cup chopped yellow bell pepper

¹/₃ cup chopped orange bell pepper 1 bunch green onions, sliced

- 1 jalapeño pepper, seeded and
- diced
- 1 avocado, peeled and cubed 1 oz. cilantro, chopped (about 1/4 cup)



1 tbsp. minced garlic

1/4 cup Kowalski's Freshly Squeezed Lime Juice (from the Produce Department)

- 2 tbsp. Kowalski's Extra Virgin Olive Oil
- 2 tbsp. superfine sugar
- 1 tsp. kosher salt
- 1 tsp. lime zest

In a medium mixing bowl, combine the first 8 ingredients (through garlic). In a separate small mixing bowl, combine remaining ingredients; pour dressing over pepper mixture, gently stirring to combine. Refrigerate several hrs. before using.









#### MEXICAN STREET CORN (F)

SERVES 8

8 ears corn on the cob

<sup>1</sup>/<sub>4</sub> cup Kowalski's Butter (your choice of Salted or Unsalted), at room

- freshly ground Kowalski's Sea Salt and Black Peppercorns, to taste 8 lime wedges

1 cup crumbled Cotija cheese (from the Specialty Cheese Department)

- Kowalski's Ancho or Chipotle Chile Powder, to taste
- chopped fresh cilantro, to taste (optional)

Prepare corn for boiling, grilling or microwaving as directed below. Spread butter on hot corn; sprinkle with salt and pepper to taste. Squeeze a lime wedge over each ear; sprinkle with cheese, chile powder and cilantro as desired. Serve immediately.

TO BOIL: Remove husks and silk from corn. Bring a large pot of salted water to a boil over high heat; add corn and cook until tender (about 5-7 min.). Remove corn from pot; drain well.

TO GRILL: Remove husks from corn except for the layer touching kernels. Pull back remaining husks to remove silk; pull husks back up over corn. Soak corn in cold water for about 1 hr. before grilling. Grill corn over medium heat, covered, until kernels yield gently to pressure (8-10 min.), turning each ear a quarter turn every 2 min. Carefully

TO MICROWAVE: Cook each ear, husk on, for 10 min., adding 2 min. of cooking time for each additional ear (cook up to 4 ears at a time). Remove husks and silk from each ear.

..........



#### KOWA<mark>LS</mark>KI'S CHICKEN CHILAQUILES ( )



SERVES 4

16 oz. Kowalski's Enchilada Sauce

1 cup Kowalski's Salsa (your choice of Mild, Medium or Hot)

1 tsp. chicken broth base, dissolved in 1 cup hot water

- kosher salt and freshly ground Kowalski's Black Peppercorns, to taste

14 oz. Kowalski's Yellow Corn Tortilla Chips, slightly crushed 1 cup finely shredded Kowalski's Signature Rotisserie Chicken (from the Deli Grab & Go Case), warmed

1 cup crumbled queso fresco (from the Specialty Cheese Department)

- garnishes, to taste: thinly sliced red onion, sliced avocado, sliced jalapeños, fresh chopped cilantro, and sour cream or plain yogurt

In an extra-large skillet, stir together sauce, salsa and broth over medium-high heat. Bring to a boil; reduce heat to medium and cook, stirring occasionally, until slightly thickened (3-5 min.). Season sauce with salt and pepper. Add chips to the pan; stir to coat, softening chips slightly. Divide wet chips between 4 serving plates; top with chicken and cheese. Garnish to taste: serve immediately.

#### **CARNITAS**

SERVES 10

3-4 lbs. pork shoulder roast

2 tsp. kosher salt

1 tsp. freshly ground Kowalski's Black Peppercorns

<sup>1</sup>/<sub>4</sub> cup Kowalski's Extra Virgin Olive Oil

1 onion, finely chopped

2 cloves garlic, minced

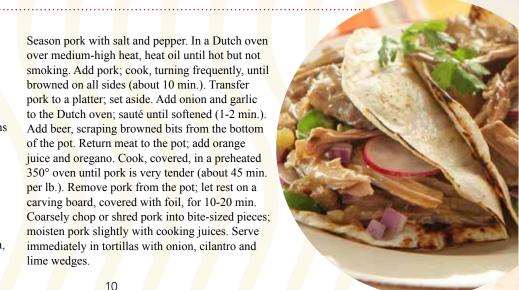
1 ½ cups Mexican lager-style beer

½ cup Kowalski's Freshly Squeezed Orange Juice (from the Produce Department)

1 tbsp. dried oregano

- for serving: corn or flour tortillas, chopped onion, chopped fresh cilantro and lime wedges

Season pork with salt and pepper. In a Dutch oven over medium-high heat, heat oil until hot but not smoking. Add pork; cook, turning frequently, until browned on all sides (about 10 min.). Transfer pork to a platter; set aside. Add onion and garlic to the Dutch oven; sauté until softened (1-2 min.). Add beer, scraping browned bits from the bottom of the pot. Return meat to the pot; add orange juice and oregano. Cook, covered, in a preheated 350° oven until pork is very tender (about 45 min. per lb.). Remove pork from the pot; let rest on a carving board, covered with foil, for 10-20 min. Coarsely chop or shred pork into bite-sized pieces; moisten pork slightly with cooking juices. Serve immediately in tortillas with onion, cilantro and lime wedges.



## FLAVORS =

Nelebrate Cinco de Mayo all summer long with this collection of Mexican-inspired favorites, some of which you may know and some you might not. From the all-popular chipotle chicken burrito to our decidedly Minnesotan spin on enchiladas, we offer up five fabulous recipes to fire up your appetite long past May 5.

#### CHIPOTLE CHICKEN BURRITOS

SERVES 4

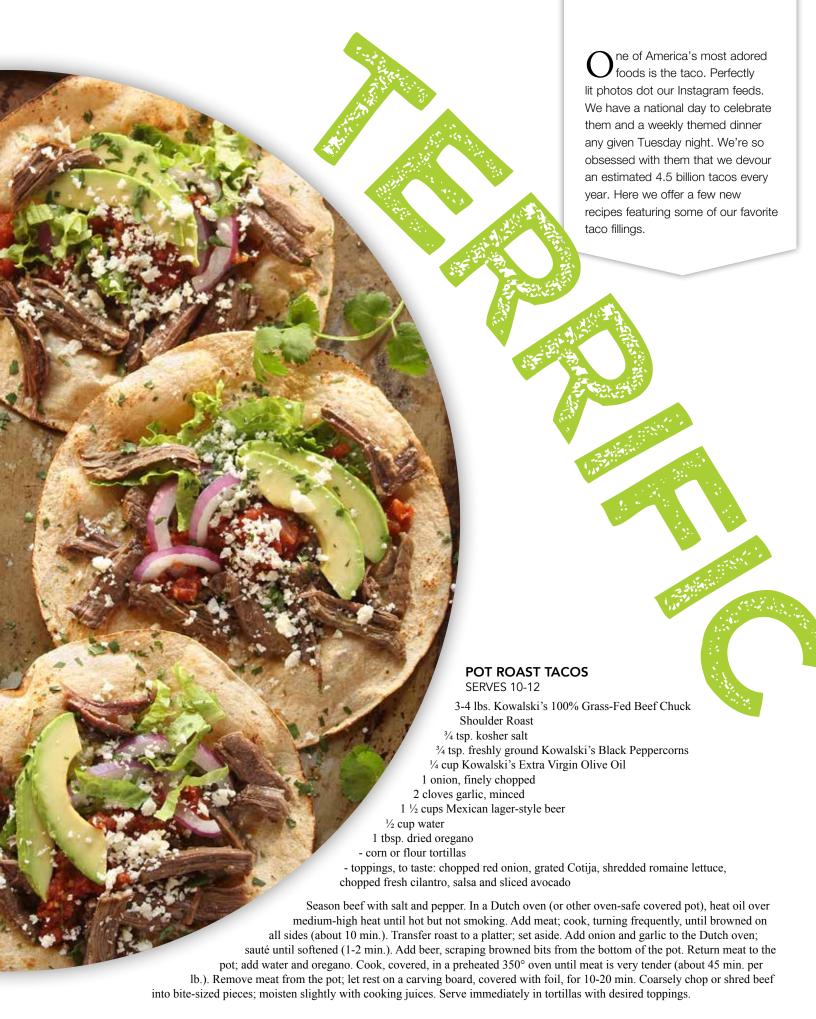
- 4 (10-12") flour tortillas, at room temperature
- 3 cups cooked brown rice, warm 16 oz. Kowalski's Chipotle Chicken 6-8 oz. Kowalski's Mexican Blend Shredded Cheese
- ½ cup black bean and corn salsa, such as Chip Magnet Black Bean Salsa 16 oz. Kowalski's Signature Queso Blanco Dip
- garnishes, to taste: Kowalski's Fresh Guacamole, Kowalski's Fresh Picomole, sour cream and fresh cilantro leaves

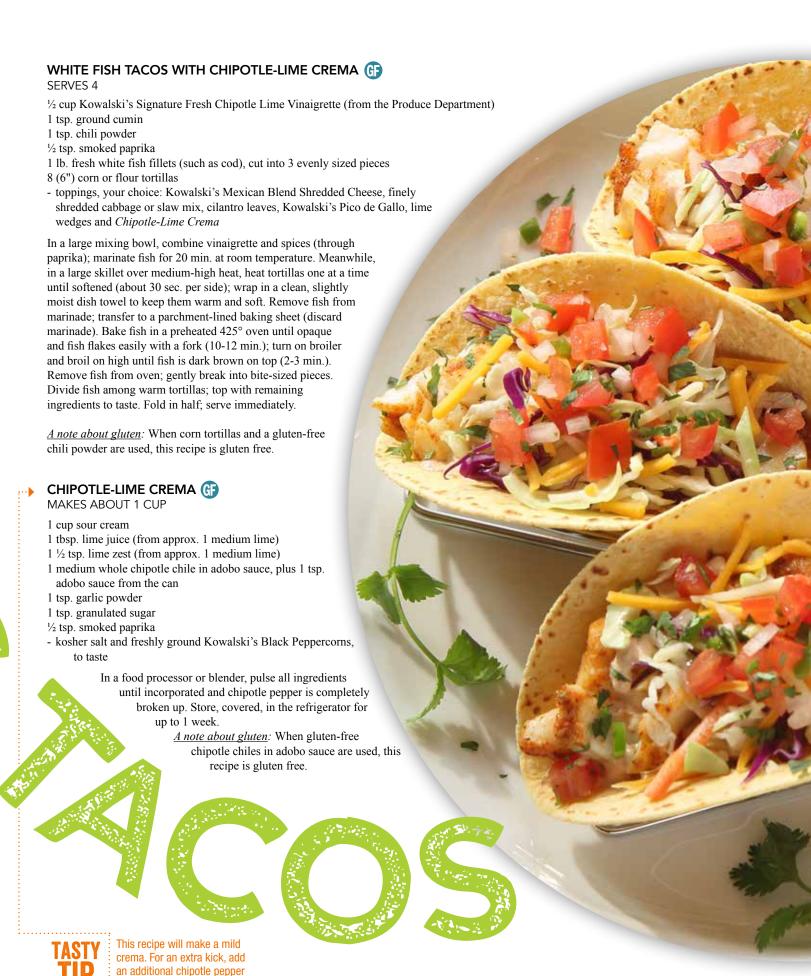
Place tortillas on a clean work surface. Scoop rice, chicken, cheese and salsa into the center "square" of each tortilla. Working one at a time, fold the right and left sides of each tortilla in toward the center, covering the outer edges of the filling by about 1"; hold in place while you fold the edge closest to you up and over the filling to cover. Press and hold these three sides firmly against the filling as you roll the burrito away from you toward the top edge of the tortilla. Set aside, seam side down, while you shape the other burritos. Pour Queso Blanco into a microwave-safe dish; cover with a dish towel and microwave on high until hot (1-2 min.), stirring halfway through. Top burritos with warmed queso; serve immediately with desired garnishes.

> Find Kowalski's Chipotle Chicken in the Grab & Go Case or Burrito Bar in the Deli Department. FIND IT!

Find Kowalski's Signature Queso Blanco Dip in the Deli Grab & Go Case.

Find Kowalski's Fresh Guacamole and Picomole in the Prepared Produce Section





and adobo sauce.



#### TACO OR FAJITA SEASONING 🕕



ENOUGH FOR 1 1/2 LBS. BEEF OR CHICKEN

1 ½ tbsp. cornstarch

1 tbsp. Kowalski's Ancho Chile Powder

1 ½ tsp. kosher salt

1 ½ tsp. paprika

1 tsp. onion powder

<sup>3</sup>/<sub>4</sub> tsp. sugar

½ tsp. garlic powder

½ tsp. dried oregano

½ tsp. crushed red pepper flakes

½ tsp. ground cumin

½ tsp cayenne pepper

1/4 tsp. freshly ground Kowalski's Black Peppercorns

Mix all ingredients together; store in a sealed container for up to 3 months until ready to use.



#### **VEGGIE TACOS**

SERVES 4

1/4 cup canola or corn oil

6 tbsp. Kowalski's Freshly Squeezed Orange Juice

2 tbsp. Kowalski's Freshly Squeezed Lime Juice

1 tbsp. freshly minced garlic

1 tbsp. tamari

1 tbsp. Kowalski's Taco Seasoning

½ tsp. smoked paprika

12 oz. Kowalski's Fajita Vegetable Mix

6 oz. portobella mushroom caps, cut into ½" strips

8 (6") corn or flour tortillas

- toppings, your choice: cooked Spanish rice, crumbled Cotija or Kowalski's Mexican Blend Shredded Cheese, shredded lettuce or cabbage, Kowalski's Canned Black Beans, Kowalski's Fresh Mexi-Ranch Salad Dressing, lime wedges and fresh cilantro leaves

In a medium mixing bowl, combine first 7 ingredients (through paprika). Add fajita mix and mushrooms, tossing to coat evenly; marinate for 20 min. Meanwhile, heat tortillas one at a time in a large skillet over medium-high heat until softened (about 30 sec. per side); wrap in a clean, slightly moist dish towel to keep them warm and soft. Add ½ the marinated vegetables to the skillet used to heat the tortillas; sauté over high heat until al dente (about 3-4 min.). Remove from pan and keep warm; repeat with remaining vegetables. Divide veggies among warm tortillas; top with remaining ingredients to taste. Fold in half; serve immediately.



Find Cotija cheese in the Specialty Cheese Department.

Find Kowalski's Freshly Squeezed Juices, Fajita Vegetables and Fresh Mexi-Ranch Salad Dressing in the Produce Department.



#### THE FOLLOWING IS A BIT OF HISTORY FOR ALL OF OUR FELLOW TACO LOVERS.

#### PRE-18TH CENTURY

Foods very similar to tacos were consumed by ancient Mexicans long before the Spanish arrived. The exact date is debated, but experts generally agree that the first "taco" was invented between 1000-500 B.C., although it probably did not look much like the taco we think of today. The Mexican natives made flat, soft corn tortillas and filled them with small fish, insects or offal.



The name "taco" is believed to have originated with silver miners in Mexico. The very first type of taco ever documented was called *tacos de mineros*, or "miner's tacos." The cigar-shaped gunpowder sticks used in silver mine excavation resembled the spicy filled corn tortillas that the miners ate for lunch.

### \$ 1900 - 1910 Z

Mexican migrants introduced the taco to the U.S. in the early 19th century when they brought their delicious cuisines with them in search of employment. They were popularized through tamale carts in Los Angeles and with a group of women called the Chili Queens in San Antonio. It was the first exposure many Americans had to Mexican cuisine.

### \$ 1920 - 1950 Z

Descendants of the original Mexican migrants in the U.S. began to fuse traditional Mexican tacos with ingredients easily found in the U.S., such as Cheddar cheese, iceberg lettuce and ground beef. Lebanese migrants in Mexico brought with them vertical rotisseries used to slow cook lamb, beef and pork and infused Mediterranean flavors into the Mexican street food scene. Meanwhile, Mexican restaurateurs patented the process of frying a tortilla and forming the U-shape ubiquitous to the crispy hard-shelled tacos Americans love.

#### 1950 - 1970

The ability to mass-produce the hard-shell taco was vital to bringing Mexican cuisine to the broader U.S. by increasing its availability in restaurants and grocery stores across the country. It also set the stage for success by Glen Bell, the founder of Taco Bell. Starting with just one restaurant in 1962, his business grew to over 100 franchise locations by 1967.



Today, Mexican cuisine is the third most popular menu type in the U.S. With 8% of the total national restaurant landscape, the Mexican restaurant industry market size is currently estimated at a whopping \$66.9 billion. There has recently been a push in the U.S. for more authentic Mexican regional favorites, such as *tacos al pastor*, made of spit-roasted pork seasoned with a mix of Mediterranean and Mexican spices, and *tacos de pescado*, lighter, brighter tacos made with either grilled or fried fish.



One of the main differences between corn tortillas and flour tortillas, besides the base ingredient, is that flour tortillas are made with lard or vegetable shortening. This helps the dough stay strong and to promote a more tender, pliable tortilla. Because of their relative strength and flexibility, flour tortillas are best for burritos, quesadillas and heavy, loaded tacos and fajitas.

#### PERFECT-BITE ARTICHOKE SPINACH QUESADILLAS MAKES 8

16 oz. Kowalski's Artichoke Dip (from the Deli Grab & Go Case) 8 (12") Kowalski's Flour Tortillas

- 6 cups (approx.) fresh baby spinach, divided
- 1 cup Kowalski's Parmesan Cheese, shredded, divided
- 7 oz. jar sun-dried tomatoes in oil (such as Alessi brand), cut into thin strips, divided

Scoop artichoke dip into a medium microwave-safe dish; microwave on high until warm (about 90 sec.), stirring halfway through. On a clean work surface, use a knife or pizza wheel to cut a slit halfway up o'clock to the center of the clock). Envisioning the tortilla as having 4 quadrants, divide approx. 1/4 cup artichoke dip between the bottom left and top right quadrants. In one of the remaining quadrants, add approx. 1/8 of the spinach; add 1/8 of each of the Parmesan and tomatoes to the other. Gently fold the bottom left quadrant up over the top left quadrant; fold the bottom right quadrant up over the top right quadrant. Fold the two remaining quadrants together. You should have one wedge-shaped piece with 4 layers. Repeat with remaining ingredients until you have 8 pieces. Transfer quesadilla wedges to a nonstick grill pan or griddle; cook over medium-high heat until cheese melts and tortillas are golden and crispy, turning 1-2 times (about 5 min. total). Remove from pan; let rest for 2 min. before serving.

White or yellow corn gives corn tortillas more flavor than flour tortillas, but they are less flexible.

Corn tortillas are best for smaller Mexican-style tacos and street tacos, and are traditional for enchiladas. They are prone to crack when cold, so heating them is essential to most uses.



Traditions notwithstanding, enchiladas may be made with either flour or corn tortillas.

#### TORTILLA SOUP GF

SERVES 6

6 (6") yellow corn tortillas

- 1 tbsp. vegetable oil
- kosher salt, to taste
- 5 cups gluten-free chicken broth 28-29 oz. can roasted diced
- 28-29 oz. can roasted diced tomatoes with chiles

  1 lb. boneless skinless chicken
- breasts, cut into ½" cubes
- ½ cup chopped onion 2 cloves garlic, minced

- 1 tbsp. gluten-free chili powder
- 2 tsp. ground cumin
- 8 oz. Kowalski's Mexican Blend Shredded Cheese
- 1 avocado, peeled, pitted and cubed
- freshly chopped cilantro, to taste
- 1 lime, cut into small wedges

Brush both sides of tortillas with vegetable oil; cut into strips ½" wide. Arrange in a single layer on a parchment-lined rimmed baking sheet; sprinkle with salt. Bake in a preheated 425° oven until tortillas are crisp and golden-brown (5-6 min.); set aside. In a large pot, combine broth, tomatoes, chicken, onion, garlic, chili powder and cumin; bring to a boil over medium heat. Reduce heat; simmer until chicken is cooked through (15-20 min.). Break several tortilla strips into the bottom of 6 serving bowls; cover with soup. Sprinkle with cheese, avocado and cilantro. Top with remaining tortilla strips; garnish with lime wedges.

## TORTA

The torta is a Mexican sandwich traditionally made on either a bolillo (a crusty bread similar to a baguette) or a soft, flat roll called a telera. Typically, the two sides of the selected roll are smeared generously with layers of refried beans and avocados before filling with carnitas, barbacoa or shredded chicken. Topped with fresh ingredients such as queso fresco, shredded lettuce, onion, salsa and crema, it's basically a taco turned sandwich, and whatever could be wrong with that?

FIND IT!

#### TRADITIONAL TORTA ••

SERVES 4

4 demi baguette rolls, sliced horizontally and lightly toasted ½ cup refried beans, warmed gently in the microwave

- 1 ½ lbs. Kowalski's Signature Lightly Smoked, Fully Cooked Pulled Pork or Chipotle Chicken, warmed gently in the microwave 4 slices pepper jack cheese
- toppings, to taste: sliced tomato, thinly sliced white onion, sliced avocado or Kowalski's Fresh Guacamole, and Mexican crema

Find demi baguette rolls on the Artisan Bread Table in the Bakery Department.

Find Kowalski's Signature Lightly Smoked, Fully Cooked Pulled Pork in the Meat Department

Find Kowalski's Chipotle Chicken in the Grab & Go Case or Burrito Bar in the Deli Department.

Place the bottom half of each roll on a parchment-lined baking sheet; spread evenly with refried beans. Top evenly with pork and cheese; broil until cheese is melted and bubbly (1-2 min.). Remove rolls from oven; add toppings as desired. Cover with top halves of rolls; serve immediately.



#### STAKEHOLDER SPOTLIGHT

## BEGINNING with BRIAN



In the summer of 2008, after having spent time as a bartender and as a buyer at both large chains and small boutiques in the Twin Cities, Brian Mallie became the very first employee of Kowalski's Wine Shop at our very first location in Eagan. But his interest in wine goes much further back.



"I remember watching a documentary about German wine on PBS when I was a kid back in Wisconsin," Brian recalls. "They were describing and drinking some 150-year-old wine, and I was just fascinated by the concept of it." That program sparked something in him, Brian says. "I'd imagine I was probably the only 10-year-old to ever check out a book about wine from the Brookfield Public Library."

Another documentary, this time a British culinary series called *Floyd on Spain*, piqued his interest in cooking and connected the scenic beauty of Europe with its regional cuisines. "Let's be honest, though," Brian notes. "Keith Floyd was *not* a good cook. While on a Basque country cruise, he set his boat on fire. But he used to say, 'To know a country, you have to eat a country.' How is that not the coolest thing?"

Of his inquiring young mind and interest in documentaries, Brian says, "I have always been deeply curious. I have an insatiable need to learn." He studied art history in college, specializing in antiquities, and found he missed formal learning after completing his degree. Educating himself about wine filled that void, feeding his appetite for knowledge, history, romance and worldly culture.



With stores half the size or even smaller than its competitors, selection, Brian says, it what sets Kowalski's apart. "At the end of the day," Brain explains, "it's all about the wine – *quality* wine." He describes the Wine Shop variety as "an interesting mix of some of the wines you know but, more importantly, some of the wines you don't." He adds, "That's where we really separate ourselves – in the wines we choose from the less well-known regions, or even the well-known regions from smaller producers. At the end of the day, there is so much good wine out there for people who are willing to take a chance on something outside the box. We love being able to introduce customers to what they don't know they want yet."

Brian also notes the availability of wine in every category, at every price point. "80% of our selection is under \$20 because that's what most customers are comfortable cracking open on a Tuesday night. But I always want the customer to get more than they paid for. If you are going to take it home and drink it *tonight*, it has to have something to show you *tonight*."

On any given Tuesday, you might find Brian entertaining friends in his Minneapolis home. Like most great wine experts, Brian loves great food, too. He enjoys surprising his guests with everything from eel, octopus and lobster to lamb and Beef Burgundy, made with one of his favorite wines. He also loves to travel and dine out, and enjoys walks around the lake with his English bulldogs, Henry and Phoebe. In his spare time, he still reads books about wine and occasionally watches documentaries.







## SERVING SALSA

S alsa is great for more than just chips! Whether mild, medium or hot, red, green or another color in between, we've got more than a few suggestions for ways to enjoy it!

- Serve salsa on grilled chicken, fish, chops you name it!
- Stir some into mayo. Serve as an alternative to sour cream and plain salsa on tacos.
- Purée it. Add lime juice and oil and use it to marinate steak.
- Top slices of Kowalski's Fresh Mozzarella with salsa. Drizzle with olive oil and a splash of vinegar. Serve a la Caprese salad.
- Top fried eggplant slices with salsa and crumbled goat cheese.
- Purée salsa. Stir into a fiery, cold gazpacho on a hot summer day.
- Stir a bit into sour cream. Serve on a baked potato.
- Stir a generous amount into chicken salad, tuna salad or potato salad.
- Purée a little or a lot. Whisk with ranch dressing or ketchup.
   Use wherever you would use plain ranch dressing or ketchup.



### GOOD QUESTION Is pico de gallo a salsa?

Yes! Or no! Depends on whom you ask and what you are referencing. Salsas roughly break down into three categories: cooked, roasted and raw. The pico de gallo commonly consumed in the U.S. — a mix of chopped tomatoes, onions and peppers — fits into the third category. However, in many areas of Mexico, the term pico de gallo can describe a whole assortment of toppings, fillings or salads, including fruit salad. So, if you're in the U.S., you can be fairly confident in what you are getting when you ask for pico de gallo, but it may be worth double-checking if you find yourself abroad.

## FOR THE LOVE OF LOCAL

It's always been important to our family to support honest, hard-working local people who go the extra mile to ensure top quality in their recipes and products. Quite a few of those local folks make salsa, and we are proud to carry a huge selection of the best local salsas in town. Look for these flavorful choices in the Grocery Department.



**Snappy Dog Salsa** River Falls, WI Kiki's Salsa Wyoming, MN Curt's Special Recipe Stillwater, MN MinneSalsa Hugo, MN **Chip Magnet Salsa** Eau Claire, WI



SIGNATURE PRODUCT

FOCUS

ur Signature Product recipes are the best of the best and our favorites in their product categories. Our many Mexican-inspired Signature products are no exception! Made with clean, quality ingredients, you can find these tasty Mexican meal-makers in every corner of the store. We hope they'll be your new favorites, too!



#### TRES LECHES CAKE

A moist, sweet cake popular in Central and South America, we make our take on this classic by soaking white sponge cake in a sweet syrup made with three kinds of milk. Topped with a light whipped cream, it's the perfect end to your favorite Mexican meal. Find it seasonally in the Cake Case in the Bakery Department.

#### **QUESO BLANCO DIP**

This creamy, rich cheese dip is smooth and has just the right kick from poblano and jalapeño peppers, plus Roma tomatoes, onions and just a hint of cilantro. For chips it's a no-brainer, but it's also a versatile dinner ingredient in and of itself. It makes an easy spicy mac 'n' cheese any night of the week! Use it to make nachos, dip potato wedges, top burgers, whip up a fast spinach and artichoke dip, or drizzle over enchiladas and tacos. Find Kowalski's Signature Queso Blanco Dip with Kowalski's Signature Sauces in the Deli or Dairy Department.

#### **TORTILLA CHIPS**

Made fresh locally and available in yellow and white corn varieties, these tortilla chips are made the traditional way. Just pop them in a 300° oven for 1-3 min. to

warm them up and enjoy them exactly as you'd get them at your favorite Mexican restaurant. Find them in the Deli Department.

#### CLASSIC AND HOT-BLOODED MARGARITA MIXES

Our Classic Margarita Mix contains real lime juice and agave nectar, and the Hot-Blooded Margarita Mix adds Texas blood orange and serrano chiles. Find them in the Grocery Department and in any of our seven Wine Shops.

#### **ENCHILADA SAUCE**

All natural and made from a special blend of chiles and tomatoes, this classic Mexican sauce makes for easy enchiladas any night of the week. Find it in the International Foods Aisle.

#### **TACO SAUCE**

Enjoy taco-shop tastes when you top your crispy or hard shells with one of our three taco sauces. Available in *Hot* and *Medium/Mild*, there's a topper for every taco lover in the International Foods Aisle.

#### **TACO SEASONING**

Our perfectly blended recipe of herbs and spices makes for an authentic taco night done right. Try it on fajitas, in salad dressings, or on baked potatoes and popcorn. Find our Taco Seasoning in the Grocery Department.

#### **SALSAS**

Kowalski's Salsas are made with only the best garden vegetables and whole tomatoes for a great homemade taste. These salsas not only use premium ingredients, but they're also all natural with no preservatives. No doubt, we have a salsa for every type of salsa lover! Try our *Mild*, *Medium* and *Hot* jarred varieties from the Grocery Department, or look for fresh *Restaurant-Style Salsas* and *Fire-Roasted Salsa* in the Prepared Produce Section.

#### MEXICAN SHREDDED CHEESE BLEND

Made locally in Wisconsin, our Mexican Shredded Cheese Blend is a quality product we're proud to put our name on. This blend of Cheddar, Monterey Jack, queso quesadilla and Asadero cheeses is crafted with hand-selected ingredients and time-tested recipes by cheesemakers with a talent for knowing what makes great-tasting cheese. You won't find another cheese out there that matches our quality and, more importantly, our taste. Find it in the Dairy Department.



#### **FLOUR TORTILLAS**

Our Signature Flour Tortillas are made locally and delivered fresh to our stores. They are tender, soft and so flavorful! Choose from two different sizes – 6" or 8" – and use them to wrap up your favorite Mexican entrées, from fajitas and tacos to burritos and more. Look for them in the Dairy Department.

#### **FRESH GUACAMOLE**

Our Clásico and Caliente guacamoles are made fresh daily with natural ingredients, fresh-ripened avocados and the perfect amount of spices and garlic. Look for both varieties in the Produce Department.

#### PICO DE GALLO

Made fresh daily with tomatoes, onions, peppers, salt, lime juice and cilantro, our authentic recipe is perfect on any number of dishes. It can be used to pep up scrambled eggs, baked potatoes and burgers just as well as tacos and burritos. Find it in the Prepared Produce Section.

#### **FRESH SALAD DRESSINGS**

Our Mexi-Ranch Dressing and Chipotle Lime Vinaigrette are made locally in small batches from our own exclusive Signature recipes. They're a fresh and delicious way to top salads but are also super on tacos, nachos and all your Mexican food faves.



QUESO-CHORIZO DIP (F) SERVES 12

½ lb. ground chorizo

2 pkg. (16 oz. each) Kowalski's Signature Queso Blanco Dip (from the Deli Grab & Go Case)

14 oz. Kowalski's Fresh Pico de Gallo (from the Prepared Produce Section)

- Kowalski's Signature White or Yellow Corn Tortilla Chips, for serving

In a large sauté pan over medium-high heat, cook and crumble sausage until cooked through (about 5 min.). Add cheese sauce and warm through. Stir in pico de gallo; heat until mixture is thoroughly hot. Meanwhile, spread tortilla chips on a baking sheet; bake in a preheated 325° oven until warm (about 3 min.). Serve dip with warm tortilla chips.



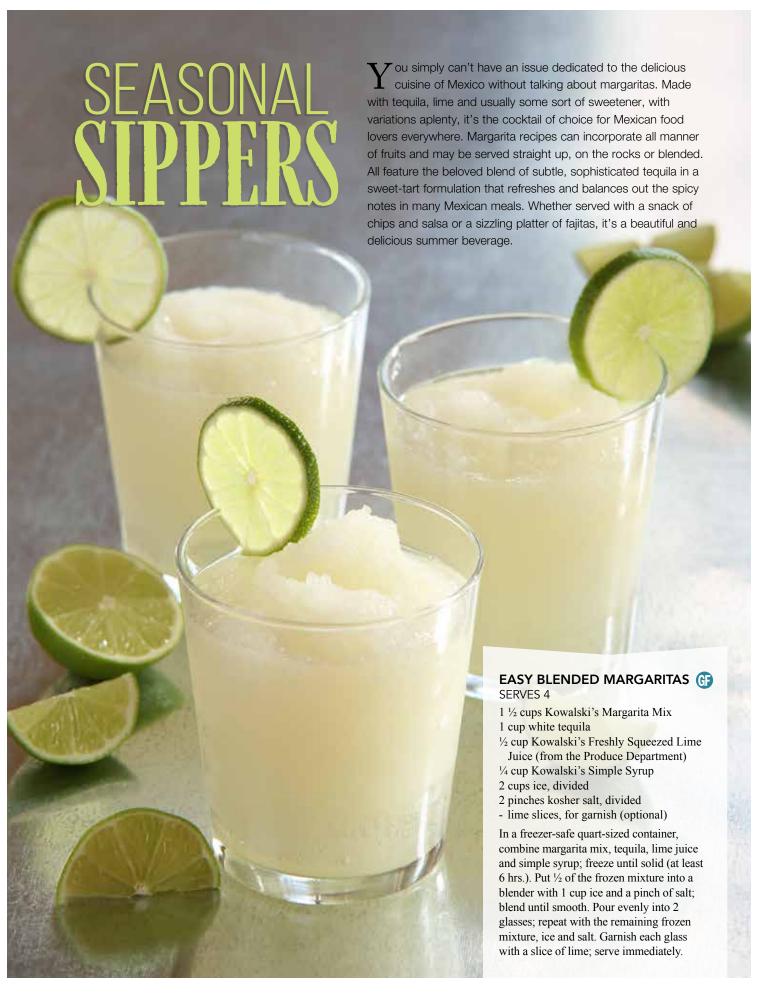
#### KOWALSKI'S CHICKEN ENCHILADAS

SERVES 6

32 oz. (2 jars) Kowalski's Enchilada Sauce, divided

- meat from ½ of a Kowalski's Signature Rotisserie Chicken, shredded
   ½ cups shredded Kowalski's Monterey Jack Cheese, divided
   oz. canned fire-roasted green chiles, drained
- 12 corn tortillas (10 oz. pkg)
- toppings, your choice: shredded lettuce, shredded Kowalski's Monterey Jack Cheese, Kowalski's Salsa, diced avocado, roughly chopped fresh cilantro, lime wedges, sliced red onion and light sour cream

Pour 1 jar of enchilada sauce into the bottom of a 13x9" glass baking dish sprayed lightly with cooking spray. Pour remaining sauce into a microwave-safe bowl and warm slightly in the microwave; set aside. In a medium mixing bowl, mix chicken with 1 cup cheese and chiles; set aside. Dip 1 tortilla at a time into the bowl of warm sauce; top with filling and roll up. Place enchiladas in prepared baking dish, seam side down. Pour remaining sauce over top; sprinkle with reserved cheese. Bake in a preheated 400° oven until cheese is melted and bubbly and enchiladas are heated through (about 20 min.). Let stand for 10 min. before serving topped with remaining ingredients to taste.



#### MANGO MARGARITAS (67)

MAKES 2

2 tbsp. kosher salt 3 oz. tequila

3 lime wedges, divided 2 oz. Cointreau, triple sec 6 oz. *Mango Purée* or another orange liqueur

4 oz. Lime Sour, cold - ice

Pour salt onto a flat rimmed dish. Moisten the rim of 2 margarita glasses with a lime wedge; dip rims in salt. Combine mango purée, lime sour, tequila and Cointreau in a cocktail shaker over ice; shake to combine. Pour into prepared glasses; garnish each glass with a lime twist and slice of mango.

MANGO PURÉE: In a food processor, purée 10 oz. peeled fresh mango, ¼ cup pure mango juice and 1 oz. Kowalski's Freshly Squeezed Lime Juice until smooth; strain if desired.

#### FRESH AND EASY (f) MARGARITAS

MAKES 4

½ cup Kowalski's Simple Syrup 8 oz. Kowalski's Freshly Squeezed Lime Juice 4 oz. tequila

- ice

In a 4-cup measuring glass, combine simple syrup and lime juice. Stir in tequila; serve over ice.



FIND IT! Find Kowalski's Freshly Squeezed Lime Juice in the Produce Department.

#### PALOMAS (1)

MAKES 2

2 tbsp. kosher salt

3 grapefruit wedges, divided

4 oz. Kowalski's Freshly Squeezed Grapefruit Juice

4 oz. white tequila

1 oz. Kowalski's Freshly Squeezed Lime Juice

- ice

4 oz. Izze Sparkling Grapefruit Soda, cold

Pour salt onto a flat rimmed dish. Moisten the rim of two highball glasses with a grapefruit wedge; dip in salt. Combine grapefruit juice, tequila and lime juice in a cocktail shaker with ice; shake to combine. Pour evenly into prepared glasses. Top evenly with soda; garnish each glass with a grapefruit wedge.

#### CLASSIC MARGARITAS @

MAKES 2

2 tbsp. kosher salt 2 oz. Cointreau (or another 3 lime wedges, divided orange liqueur)

8 oz. Lime Sour, cold - ice

3 oz. tequila

Pour salt onto a flat rimmed dish. Moisten the rim of 2 margarita glasses with a lime wedge; dip rims in salt. Combine lime sour, tequila and Cointreau in a cocktail shaker over ice. Shake to combine; pour into prepared glasses. Garnish each glass with a lime wedge.





## SEASONAL SUPPER

I nspired by some of our favorite Mexican ingredients and flavors, our choice for grill-season supper brings a Minnesota twist to the classic Juicy Lucy. A little of our Signature Queso Blanco Dip makes for the perfect creamy, cheesy center. We're perhaps most excited by the addition of tortilla chips on top, which give this mouthwatering burger exactly the right amount of crunch!

#### **JUICY LUCIAS**

**SERVES 4** 

2 lbs. Kowalski's Naturally Raised Ground Turkey

2 tbsp. Kowalski's Taco Seasoning

1 egg, beaten

1 cup Kowalski's Mexican Blend Shredded Cheese

4 tbsp. Kowalski's Signature Queso Blanco Dip

2 tbsp. canola oil

1 pkg. Kowalski's Butter Burger Buns

- toppings, to taste: Kowalski's Fresh Guacamole, *Chipotle-Lime Crema* (recipe on page 13), finely shredded cabbage or slaw mix, sliced tomato and Kowalski's Signature Yellow Corn Tortilla Chips (as final topping)

