



THE Country Kitchen Journal

“Iowa Meats and Siesel’s Meat & Deli - Serving San Diego since 1968!”

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Where's The Beef!

Way back in the mid 80’s a sweet silvered hair grandma named Clara Peller, uttered that question in a national television ad campaign instantly making her a part of American pop culture. We can’t remember if she ever got an answer to her question. Well Clara we don’t know where The Beef is but we do know where **THE BEST BEEF** is! Right here at **Iowa Meat Farms and Siesel’s Meats & Deli**. Let us explain why our ground beef is the best you’ll ever taste.

First of all it has to be fresh. We do all of our own grinding at each store on a daily basis. At busier times we may be grinding several times a day. **FRESH!!** Larger chain stores may be receiving their beef from somewhere else. Mass produced boxes of pre-ground and packaged beef stamped with a “Use by Date”.

Did your parents ever tell you that “*what you get out of something is exactly what you put into it*”? That couldn’t be truer when it comes to ground beef. Ours is made up of all the trim from the days cutting and filling of the case. Those perfectly cut Prime and Choice steaks yield flavorful and juicy Prime and Choice trim. There is no place in our walk-in coolers for “Lean Finely Textured Beef” (LFTB), aka Pink Slime. Larger manufacturers and distributors are permitted to add up to 15% of LFTB to their products labeled “100% Ground Beef”. A few years ago it was reported that nearly 70% of grocery store ground beef contained pink slime. Good for the beef producer’s bottom line but not good for you. **Our ground beef is 100% ground beef and nothing else.** That gives it a juicier texture and beefier flavor.

Perhaps the most important factor in flavorful ground beef is the fat content. The USDA allows “ground beef” to contain up to 30% fat (labeled 70/30). Some companies take full advantage of that in their burger production. You may have purchased a box of frozen burgers and one of the club stores thinking you were getting a good burger at a good price. What happens when it hits the grill though? The fat melts, drips down, starts a fire and burns the meat beyond recognition. No amount of ketchup is going to save that burger!! We aim to keep our ratios between 15-20% fat for our burger patties and ground beef. It’s just enough to keep it juicy but keep your local fire company away at the same time. For some recipes like Chili, Taco Meat, or Meat Sauce we recommend you use a leaner mix like our ground sirloin which is around 90/10 or 95/5. After all, you are going to drain off and discard the fat after browning it any way.

If you have a recipe that calls for a specific cut to be ground, just come on in and ask the folks behind the meat counter. **We are a full service butcher shop**, they will be happy to help you! Haven’t tried our ground beef yet? Pick up a pound or a pack of burgers, taste the difference for yourselves and **ENJOY!**

Iowa Meat Farms • 6041 Mission Gorge Road, San Diego CA • 619-281-5766
Siesel’s Meat & Deli • 4131 Ashton Street, San Diego CA • 619-275-1234



Nestled in the sun-drenched Hatch Valley of New Mexico lies a culinary gem that has captured the hearts and taste buds of food enthusiasts across the nation. The Hatch Chile, with its rich history and unique flavor profile, has become more than just a pepper—it's a cultural icon.

These flavorful peppers have been cultivated in the Hatch Valley since the early 1900s, but it wasn't until the 1980s and 1990s that they truly caught fire in popularity. Today, their fame has spread far beyond the Southwest, with chefs and home cooks alike clamoring for these seasonal sensations. It's estimated that New Mexico produces over 60,000 tons of Hatch chiles annually. That's a lot of heat!

What makes this spicy treasure so special? It's all about location, location, location! The unique soil composition and climate of the Hatch Valley impart a distinctive flavor that can't be replicated elsewhere. These long, slender peppers range from mild to medium heat, packing just enough punch to make things interesting without overwhelming your palate. As Hatch chiles ripen, they transform from green to red, offering slightly different flavor profiles. Green chiles tend to be grassier and sharper, while red chiles develop a sweeter, fruitier taste. Here's a fun fact: Hatch chiles are so revered in New Mexico that they have their own protected geographical indication status, similar to Champagne in France!

Blink and you might miss them! The Hatch Chile harvest season is brief, typically running from Aug. to Sept. This short window of availability only adds to their allure, creating a frenzy among aficionados when they hit the market.

These gems are also the star of countless Southwestern dishes. Their smoky, earthy flavor elevates everything from sauces, stews and pizzas. Some creative chefs have even incorporated them into ice cream and cocktails! We are jumping on the band wagon too! On special this month is our very own **Hatch Chile Chicken Sausage**. We combine ground chicken thighs, roasted Hatch Chiles, chopped garlic, cilantro and fajita seasoning. They are sooo good and they are only **\$5.99lb**. We have also created our own **Hatch Chile Burger's** with our fresh made, lean ground beef, Roasted Hatch Chili and shredded cheddar cheese. These patties are just **\$7.99lb**.

Whether you're a longtime fan or a curious newcomer, there's never been a better time to explore the world of **Hatch Chiles**. So fire up the grill, grab a batch of these Southwestern treasures at **\$6.99lb**, and get ready to spice up your culinary adventures! Or take it to the next level and let us do the roasting for **FREE** when you purchase a **25lb. Case of Hatch Chiles, for just \$44.99**. We are taking orders at both stores and will be doing the roasting **ONLY at Iowa Meat Farm's on Saturday, August 17th from 9:am to 3:pm. ENJOY!**

NOTES OF WINE

By Dom & Mitch

For whatever reason, this summer seems to be barreling ahead as we approach the Labor Day holiday. Students have either returned or are getting ready to begin a new school year. Incredibly, Halloween and even Christmas decorations are popping up in stores. But, hey, we live in San Diego, and there is still plenty of time to enjoy our nice weather with family and friends over a nice bottle of wine. So, for the next few weeks, we are highlighting several wines for your enjoyment that won't break the bank.

From the **Laird Family Estate Winery**, the **2022 Sauvignon Blanc** is crafted in an approachable, fruit forward style. Sourced with grapes from the Oak Knoll District of Napa Valley, it has a crystal-clear hue with bright notes of pear, melon and vanilla. The first sip hits your tongue with flavors of lime, peach, green apple, and honeysuckle. **This wine is available at both stores and is priced at \$29.99.**

For the Rose drinkers out there, the **2022 Grenache Rose** produced by **High Camp Wines** from Paso Robles is available **exclusively at Iowa Meat Farms** and has become a fan favorite. The wine exudes a very nice pale salmon color and has notes of passion fruit, red candy, watermelon, strawberry, and vanilla. Aged for nine months in neutral oak, it has a refreshing style with bright acidity and a soft finish that is dry and balanced. **It is available in both 750 ml (24.99) and 375 ml (12.50) formats.**

Our last suggestion comes from the **Cordant Winery** in the Santa Maria Valley. Founded in 2014 by David and Deann Taylor, this winery produces about 3000 cases each year with grapes from Monterey and Santa Barbara counties. One terrific find is "**Bedlam**," a blend of 35% Petite Sirah, 45% Syrah, and 20% Grenache (GSP). This wine is a crowd pleaser with a luscious textual mouthfeel and long finish. It offers both red and black fruit character, Asian plum, blackberry, and raspberry flavors that leap from the glass. **Available only at Iowa Meat Farms, this wine is a terrific buy at \$16.99 per bottle.**

While the end of summer is on the horizon, and we begin thinking about upcoming holidays, remember that **Siesel's and Iowa Meat Farms** have extensive wine selections for every budget. **Cheers!**





Rib it! Rib it! Rib it!

Here we go with the bad news/good news thing again, and we hate to be the ones to tell you. It is however, unavoidable. It is Labor Day, and the summer, which actually just started, is now over. Of course, the good news is that this is Southern California, and we really don't care. Yet in keeping with traditions from places where it snows and stuff, we are going to pretend that this is our last weekend to barbecue.

So let's talk ribs! Baby Back Ribs! We have told you before that restaurants are the ones that bid the prices up on a lot of items. Baby Back Ribs are the perfect example of that. We have managed to hold the line pretty well this year. We have been lucky. **Now through September 2nd, 2024**, we will be offering **Midwestern Pork, Baby Back Ribs** for just **\$6.49lb.**

While we are at it, we might as well delve into the cooking chemistry of ribs. Rib consist of both muscle and connective tissue. They break down at different temperatures. In order to break down the connective tissue without drying out the muscle tissue, you have to use moist heat. That can be accomplished three different ways:

- **Slow cooking, "Texas" style barbecuing.** This is done over a "slow" 200° or less, fire. The frequent basting provides the moisture. It takes the longest, usually 1 ½ to 2 hours or more.
- **Boiling.** This method is the quickest and is favored by many, including a lot of restaurants. Just boil the ribs until tender. You can also add onions and carrots for added flavor. When done, they are fully cooked. You simply finish them on the grill and add your sauce.
- **Baking.** This, most of us think, is the easiest and cleanest way of doing them. You simply add a bit of water, favorite beer, apple juice or even a root beer, with a hint of liquid smoke. Cover the pan, tightly with foil and bake in the oven for 1 hour at 350°. As with the boiled ribs, they are fully cooked, so you just finish them on the grill.

No matter what, your way is obviously the best way. We might as well mention that it helps a lot if you start with the very best product that is available. You all know that this is where we come in. **ENJOY!**



Dipity do da!

It's not a party until you break out some of **Siesel's Dips** made from scratch! We chop, shred, blend and mix up a variety of flavors to please even the less adventurous eaters. So while the ribs and burgers are finishing on the BBQ, treat your family and friends to the best dip in town! Here is what you'll find at both stores and some creative suggestions for serving.

Siesel's Cheese Dip- Tons of shredded cheddar, sweet pimentos and spiked with horseradish and garlic it's by far our most popular dip. Try some on a burger with our smoked bacon for the ultimate melted cheese experience.

French Onion Dip- A classic dip that's not to be messed with, it goes well on Cracked Black Pepper Potato Chips.

Feta Cheese Dip- We put 12 pounds of crumbled feta cheese in each batch. Chopped green and black olives round out the Mediterranean flavors. Reach for some fresh and crispy sliced cucumber instead of chips or put a dollop atop grilled lamb chops or lamb pita. Mmmmmm!

Cucumber Dip- It's absolutely cooling, refreshing and packed full of grated cucumber with a hint of dill and lemon. Use it as a quick sauce for grilled or poached salmon filets.

Buffalo Blue Cheese Dip- This calls for crispy celery, carrots and a side of our marinated chicken wings.

Artichoke Dip- Chopped marinated artichoke hearts, shredded zucchini and cheddar cheese add a variety of textures to this signature dip. For a quick appetizer or hors d'oeuvre top fresh baguette slices with a heaping tablespoon of dip and warm in a 350 degree oven for about 5 minutes.

Spinach Dip- Another classic! Make it the focal point of your vegetable crudité's.

Jalapeno Spinach Artichoke Dip- There is a lot going on in this one but it works. Fresh jalapenos give it the right amount of kick! Grab a bag of tortilla chips, dive in, and **ENJOY!!**

August Specials

Good August 2nd through September 2nd, 2024 or while supplies last

Hatch Chile Roasting
Saturday August 17th
Iowa Meat Farms ONLY
9am to 3pm

Our Own
**Hatch Chile
Chicken
Sausage**
\$5.99 lb.

Fresh Made, Lean
**Ground
Beef Patties**
\$5.99 lb.

USDA *Choice*,
Aged Midwestern
Whole Brisket
\$5.99 lb.

Midwestern
**Baby Back
Pork Ribs**
\$6.49 lb.

Fresh Made, Lean
**Ground
Beef**
\$4.99 lb.
3lb. Bag

American WAYGU
**Beef
Ribs**
\$7.49 lb.

Dietz & Watson
Natural Casing
**All Beef
Hotdogs**
\$7.99 lb.

Our Own
**Hatch Chile
Burgers**
\$7.99 lb.

USDA *CHOICE*,
Aged Midwestern
Tri-Tip Roast
\$8.99 lb.
Plain or Marinated

**Sushi
Grade Ahi
Steaks**
\$9.99 lb.

USDA *PRIME*,
Aged Midwestern
**New York
Steak**
\$23.99 lb.

Our Own Famous
**Carne
Asada**
\$12.99 lb.