



THE Country Kitchen Journal

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

An Iowa Meat Farms/Siesel’s Meat & Deli Publication

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Family Traditions... Naturally

The Diestel family has been raising turkeys in California for over 100 years. From simple beginnings, they formalized the company in 1949 and have been going strong and steady ever since. Their business model is exactly the same as ours: provide a better product! Our companies are proof that quality is always in demand. Also like us, the Diestel family shares a passion for what they do. On their website at www.diestelturkey.com, they share the four basic rules that were passed down by their ancestors. They still follow these guidelines to this day. Give a look at their “family secrets”:

Family Secret #1: Walk the flock every day. This is a practice passed down from Great Uncle Ernest, that we have incorporated and refined through the years. We pay close attention to the health of our birds by spending time with them in the fields, observing their behaviors, and making sure that they have the best environment possible.

Family Secret #2: Concentrate on the health of the birds. Our free-range environment allows the birds to get plenty of exercise and fresh air, and our careful farming management and strict sanitation practices eliminate the need for us to administer antibiotics. On our ranch, a turkey can truly be a turkey.

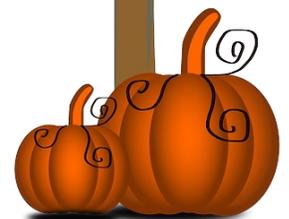
Family Secret #3: Don’t rush things. We give our turkeys the time to develop flavor naturally. Instead of a high fat, high protein diet, Diestel Turkeys enjoy a wholesome 100% vegetarian diet of U.S. sourced grains.

Family Secret #4: Never compromise on quality. For our family, there are no shortcuts when it comes to producing the Diestel Turkey. Our attention to all of the little things reflects the commitment we have to bringing the best possible product directly to you.

In this day and age, we think that these people are remarkable and laudable. While we admire and appreciate that bronzed Diestel bird perched in the center of our table, we are going to take the time to raise our glasses and give a toast to the Diestel family just for letting a “turkey be a turkey”. They deserve it,and so do you! ENJOY!

**Order by
November
20th!**

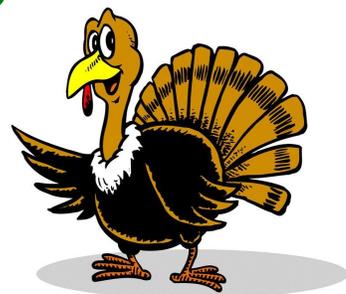
SINCE 1949
DIESTEL
SONORA TURKEY RANCH® CALIFORNIA



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

To Brine or Not To Brine?

“What is brining?” Simply put, brining is soaking a cut of meat in a salted liquid. Kosher salt is most often used and the liquid is usually water. Some of the water can be replaced by fruit juices, cider, wine, beer, or broth. Any combination of herbs, spices and other aromatics can be added to “customize” the flavor profile. How long you brine your meat for will depend on the size of the cut and if you are just trying to add a little flavor or use brining as a method of preservation. In the case of your holiday turkey, we are talking 1 to 3 days.



“What does brining do?” Well it’s a little more scientific. Terms like “diffusion” and “osmosis” are used to describe the process. Diffusion is the movement of substances from an area of high concentration to an area of low concentration to achieve equilibrium. Osmosis is the movement of water through a semi-permeable membrane to equalize the ion concentration on both sides. **Translation please!?!?** When exposed to a salty brining solution the structure of the muscle tissue in the meat changes and absorbs the liquid and flavorings where it is trapped during the cooking process. The end result is a tender, flavorful and juicy bird!

To do it properly takes a little planning and care. First of all chose a bird that is “natural” like our **Private Label or Diestel** brand turkey. Stay away from the self basting or enhanced flavored birds that have already been injected with a solution of who knows what! Anywhere between 12-20 pounds is a good size. Next find a sanitized, food safe container large enough to hold your bird and brine as well as a fridge big enough to keep it in. It has to be kept at 40° Fahrenheit or lower for food safety. Lastly, before roasting drain off the brine and thoroughly dry the turkey to ensure the skin gets nice and crisp. (NOTE: This step is especially important when frying your turkey to prevent a big mess and possible injury.) Remember, there is no need to further season or salt your bird.

Check out our full line of turkey brining kits and supplies at both **Siesel's and Iowa Meat Farms**. Better yet, try **Big Tom's Turkey Rub & Brine Spices** from the **Sauce Goddess**. This special edition rub is all natural, MSG and preservative free. Stop buy either store and ask for the **Sauce Goddess's** easy-to-follow recipe on how to brine your bird. **ENJOY!**

Gift of Thanks

Needless to say, we are in interesting times! Changes in our work, school and home environments have been out of the norm, but we also see it as a blessing. It has taught us to slow down and really enjoy the most important things in our lives. So as we approach this holiday season, it is time to give thanks to those around us.

There's nothing better than the gift of food and we can help you with gift cards in any denomination. If you are a company or business owner that would like to give a turkey or holiday ham to your valued employees, let us know and we can put a package together for you.



*Wishing you a
Happy Thanksgiving!*

Join Us!

2021
**Beaujolais
Nouveau
Tasting Event**

Thursday
November 18th
3:30 to 5:30

Iowa Meat Farms
Only



Dom's Fabulous Finds



How quickly the days seem to be passing and rushing towards the holiday season. With Thanksgiving just weeks away, and as we get caught up in the busyness of our preparations, let's give ourselves the time to contemplate all for which we are blessed and thankful. Considering all that we have been through during the past 18 months, it is our hope that once again you will be able to enjoy this holiday with family and friends.

As you think about your Thanksgiving meal, consider some options for those wine drinkers who may be sitting at your table. Traditionally, light reds such as Pinot Noir, Grenache and Gamay pair perfectly with poultry. So do rich whites like a good Chardonnay, Roussane, or Viognier. For this holiday season, I would like to recommend two wines from the Foppiano Family Winery. Established in 1896, it is one of Sonoma County's oldest continually-operated family-owned wineries. Located in Healdsburg, California, the Foppiano family believes that through the strength of the family and a commitment to quality, their traditions will continue to thrive.

For a red, the 2017 Estate Pinot Noir (\$29.99) shows a depth of color, aroma and flavor to rival the best producers in the Russian River Valley. A beautiful garnet color leads to aromas of red currant, earl grey, cinnamon, nutmeg and cedar. This wine absolutely represents the varietal and the estate's potential with its lovely aromatics and wonderfully layered complexity.

The 2019 Estate Chardonnay (\$23.99) is an excellent choice for the white wine drinker. The palate entry is full and rich with a gorgeous mouthfeel and flavors of d'anjou pear, golden delicious apple skin and honeysuckle that give way to a bright mineralogy, pineapple and lychee notes. The finish lingers beautifully with its focused acidity. This wine won double gold at the 2021 North Coast Wine Challenge.

While these are my recommendations for your Thanksgiving table, remember that we have a wonderful assortment of wines, suitable for all budgets. Please plan to attend our free wine tasting events at both stores to help guide your future wine purchases. It's a great way to discover some new wineries.

Have a wonderful Thanksgiving and Cheers!!!



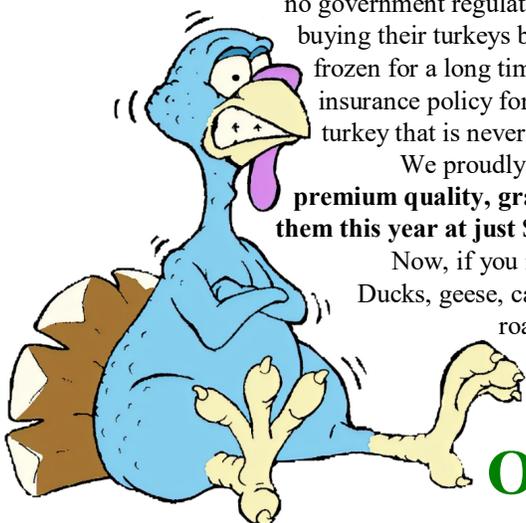
Fresh or Frozen?

Now, you may be asking yourself, "Why should I buy a fresh turkey and not a frozen one?" Well the answer is easy... quality! When you buy a frozen turkey from the chain stores you have no idea how long it's been frozen. There are no government regulations or time limits on frozen turkeys. Matter of fact the chain stores start buying their turkeys before 4th of July. Ewe!!! And we know what happens when they are frozen for a long time, they deteriorate. We think buying a fresh turkey is like buying an insurance policy for your Thanksgiving dinner. Why risk a dry, tasteless bird!! With a fresh turkey that is never going to happen.

We proudly offer our own IMF/Siesel's Turkey. They are **FRESH ranch raised, premium quality, grade A, and 100% natural with no added ingredients. We are offering them this year at just \$3.99lb.**

Now, if you insist on being a non-conformist, we carry all of the "alternative" stuff. Ducks, geese, capons, quail, pheasant, free-range turkeys, organic chicken, steaks and roast. But if none of those sounds good, we have HAM! **Siesel's Double**

Smoked Ham, Kruse Bone-In Ham and Siesel's Boneless Rolled and Tied Ham with apricot and pineapple glaze. Whichever you decide to grace your Thanksgiving table don't forget to.....



Order by November 20th!

Iowa Meat Farms
6041 Mission Gorge Road
San Diego, CA 92120
619-281-5766

Specials

Siesel's Meat & Deli
4131 Ashton Street
San Diego, CA 92110
619-275-1234

Good from November 5th, 2021 to November 30th, 2021 or while supplies

IMF/Siesel's Brand

Fresh Natural Turkey

\$3.99 lb.

USDA CHOICE, Aged
Midwestern

**Top Sirloin
Steak or Roast**

\$9.99 lb.

Boneless, Midwestern,
Center Cut

**Pork Loin
Roast**

\$6.99 lb.

Free Range

**Fresh Diestel
Turkey**

\$4.49 lb.

USDA CHOICE, Aged
Midwestern

**New York
Steak or Roast**

\$16.99 lb.

Siesel's

**Boneless Rolled
& Tied Ham**

w/Apricot & Pineapple Glaze

\$7.99 lb.

Mary's Free Range

**Roasting
Chicken**

\$4.49 lb.

Our Own, Housemade

Turducken's

Frozen Roll

\$99.00 ea.

Feeds 10 people

Small Turducken

\$149.00 ea.

Feeds 10-15 people

Large Turducken

\$169.00 ea.

Feeds 15-20 people

Siesel's, Bone-In

**Double Smoked
Ham**

Whole or Half

\$4.49 lb.

Kruse, Midwestern Bone-In

Smoked Ham

Whole or Half

\$3.99 lb.

Jumbo 16/20 Count

Cooked Shrimp

\$19.99 lb.

Siesel's
Homemade Gravy

\$6.99 qt.

Siesel's Homemade
Turducken Gravy

\$14.99 qt.