

# Taste & Trends

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## Using What's on Hand

Meet the Away From Home

## Chef Rebekah Ziesmer

Fall is one of my favorite seasons for cooking. It is full of flavorful and complex dishes that are delicious and comforting. I tend to lean towards recipes that utilize staple items that are easily kept stocked (think canned and frozen items) and contain ingredients that can be swapped out for what I might have on hand. My Pumpkin Guajillo Chili (recipe below) is a great example of this. Any dried chili can be used or swapped out for canned chipotles (adjust for desired heat level), the beans can be any variety, the pumpkin can be swapped for sweet potatoes or another winter squash, and even the spices added can be easily switched up. Like with any sauce, soup, or stew that is tomato-based, my secret for simplifying the recipe while adding extra flavor is adding ketchup to the mix!

Ketchup is one of those ingredients that I like to always have on hand. Ketchup can serve as an excellent base for savory sauces, sweet and spicy glazes, or tomato-based soups and stews. It is full of umami, which enhances the flavors of other ingredients in a dish and imparts lingering savory notes that are mouth-watering and satisfying. In addition to umami from ripe tomatoes, ketchup also contains spices and vinegar to boost and brighten flavor, as well as cane sugar, which adds a touch of sweetness to balance out any bitterness in a dish.

Typically, chefs pride themselves in making their dishes from scratch. However, most find that there are some items that simply are not worth their time nor effort to make, when the ready-made version is foolproof and just as good. This is especially true when it is something that is used as an ingredient in a dish, and is high quality and made with simple, clean ingredients without any artificial colors or flavors. As a chef, I am always looking for ingredients that I can incorporate into a recipe that will save me some steps while boosting flavor.



## Pumpkin Guajillo Chili

Head to [page 4](#) to check out  
Chef Rebekah's creation!

## Insights

During the fall, classic Thanksgiving flavors dominate the space.

On the sweet side, nuts and warm flavors such as pumpkin spice, apple, pecan, and cinnamon receive the most attention.

Comforting classics dominate savory fall flavors such as garlic herb butter, red wine sauce, garlic mayo, aged cheeses, mustards, and gravies.



As for fall sauces, people tend to lean toward simplistic flavors of butter, garlic, and pepper.

Lighter fried cooking methods such as pan fried and flash fried show up the most during the fall.

## Top seasonal sweet flavors:

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- |                    |                |
|--------------------|----------------|
| Chestnut           | Toasted Walnut |
| Ginger Snap        | Clove          |
| Roobios            | Cider          |
| Cinnamon           | Pumpkin        |
| French Toast       | Apple Cider    |
| Pumpkin Cheesecake | Caramel        |
| Apple Cobbler      | Apple Pie      |
| Cookie Butter      | Candied Pecan  |
| Cinnamon           |                |
| Apple              |                |

## Top seasonal savory flavors:

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- |                      |                    |
|----------------------|--------------------|
| Mustard Cream        | Garlic Herb Butter |
| Stone Ground Mustard | Red Wine Sauce     |
| Cranberry Sauce      | Orange Zest        |
| Turkey Gravy         | Butter Garlic      |
| Kung Pao             | Romesco            |
| Sage                 | Dijon Vinaigrette  |
| Thyme                | Garlic Mayo        |
| Cranberry Relish     |                    |

# Menu Inspiration — Elevated Ketchup Dishes



## Sauteed Cod with Rich Ketchup Sauce

By Chef Jean-Georges Vongerichten

Ketchup is the mystery ingredient that serves as the base for the complexly flavored sauce that perfectly complements the olive relish with peppers and tomatoes in this superb cod and vegetable dish.



## Seared Chicken Liver and Raisin Crostini

By Chef Jacques Pepin

This perfectly balanced dish served over crunchy toasted baguettes includes tender chicken livers that are seared and glazed with a simple mixture of ketchup, balsamic vinegar, shallots, and raisin.



## Grilled Salmon with Indonesian Ketchup Sauce

By Chef Gray Kunz

Sweet soy sauce mixed with ketchup is the secret to the wonderful sauce that is brushed onto freshly grilled salmon in this flavorful dish.







## Grilled Chicken with Sweet-and-Sour Sauce

By David Waltuck

A sweet ginger-and-ketchup-spiked sauce glazes crisp chicken thighs in this sweet and spicy dish, packing a umami punch.

## In the News

Catch up on what's happening in the industry.

-  **Menu Engineering, Step by Step**
-  **Outdoor Seating: Assessing the Viability for You**
-  **Cross-Utilization: Pumpkin**
-  **Seasonal Menu Planning: Why and How**



# Pumpkin Guajillo Chili

Yield: 15 servings

## INGREDIENTS

Guajillo Chilies, stemmed and seeded	8-10
Fire-Roasted Tomatoes, diced	1 1/4oz can
SIMPLY HEINZ Ketchup	1/2 cup
Vegetable Stock	4 cups, divided
Olive Oil	1 tbsp
Butter	1 tbsp
Red Onion, diced	1 large
Garlic, minced	4 cloves
Ground Cumin	1 tbsp
Smoked Paprika	1 tbsp
Ground Coriander	1 tsp
Ground Cinnamon	1 tsp
Salt	2 tsp
100% Pumpkin	1 1/2oz can
Sweet Potatoes, peeled and diced	2
Kidney Beans, drained and rinsed	1 1/2oz can
Black Beans, drained and rinsed	1 1/2oz can

## PUMPKIN GUAJILLO CHILI INSTRUCTIONS:

1. In a large skillet over medium-high heat, toast the dried chiles, skin side up, for 2 to 3 minutes or until fragrant. Add enough vegetable stock to cover and bring to a boil. Reduce heat and simmer for 10 to 12 minutes, or until the chiles are soft and pliable.
2. Meanwhile, heat oil and butter in a large Dutch oven over medium heat. Add onions and garlic and sauté until onions are translucent and start to caramelize, about 7 minutes.
3. Add softened chilies and stock to a blender with the diced tomatoes, ketchup, spices, and salt. Blend until smooth and stir into onion garlic mixture along with the pumpkin, sweet potato, and remaining vegetable stock. Bring to a boil and cook for 5 minutes, to thicken slightly. Reduce heat, cover, and let simmer 30 minutes. Add beans and continue to cook until heated through, about 10 more minutes.

## SIMPLY HEINZ Ketchup Inverted Bottle

0013000014380 – 30 ct / 19.5oz

SIMPLY HEINZ Ketchup is made with the basics: red ripe tomatoes, vinegar, sugar, salt & a specialty spice blend. It is also made with NO high fructose corn syrup or GMO ingredients.

