



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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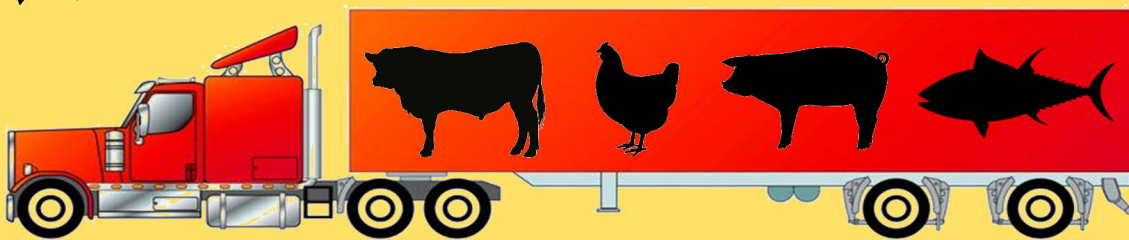
**50<sup>th</sup> Anniversary Celebration!**

Join us for our

**Truckload  
Meat Sale!!**

**Buy in Bulk  
&  
SAVE!**

**FREE  
Cut &  
Wrap**



**Event Dates**

Hours: 9-5 each day

**Siesel’s Meats**

October 5, 6, 7 Fri, Sat, Sun

**Iowa Meat Farms**

October 26, 27, 28 Fri, Sat, Sun

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



## Four Kids and a Dream!



Back in 1980, four “20/30 something” siblings reunited here in San Diego. The four, Helene, Ron, David and Aaron Cohn, grew up in Sioux City, Iowa, working in their Dad’s grocery business. One by one, they left their Heartland home.

After sampling life across the country from Seattle to Florida, it was time for the family to be closer together. Joined by Mom and Dad (the late great Alice and Phil), they reunited in San Diego. Life was perfect except one fatal flaw. They were raised on the very finest Midwestern beef and pork. They couldn’t find it here!

Bringing those nostalgic flavors to the West became their dream. The dream became a concept, and concept became a reality with the opening of “Iowa Meat Farms”. Midwesterners and other serious cooks flocked in from all over the county!

It’s been a rollercoaster ride for the Cohns. There have been challenges, changes, innovations, and expansion. Through it all, though, one thing has remained the same. It is their goal of bringing their patrons the absolute BEST in quality, product, price and service.

Now, the dream has turned into something very, very special! In 2003 they had the honor to add **Siesels Meat & Deli** to their family. A fixture in San Diego since 1968 and now celebrating it’s 50th year!

Dreams do come true and the Cohns would like to “**Thank You**” with an anniversary celebration! Join us on **October 5th, 6th & 7th at Siesel’s Meat & Deli** and **October 26th, 27th & 28th at Iowa Meat Farms**. We will have the big tent set up with over 24 of our favorite brands sampling their meats, cheese, sauces, seasonings and soooo much more! Not to mention we’ll be breaking out the BBQ too! To kick off the main event of our celebration we will be having a “Truckload Sale”. Buy in **BULK** and **SAVE!** We will cut and wrap your items for free. We can’t wait to see you there! **Cheers to 50 years!!!! ENJOY!**



## "Sub-primal" Party!



The Holidays are coming and you know what that means....Party!!!! Family parties, work parties, holiday parties!!!! So now is the appropriate time to talk about “buying in bulk and saving.”

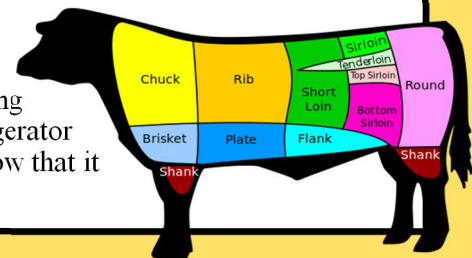
You already know that we buy our beef from the Midwest. It comes to us in “hunks” called “sub-primal” cuts. They are shipped in a vacuum-sealed bag, and they are things like **WHOLE New York Strips, Ribeyes, Prime Ribs, Top Sirloins, Tenderloins, etc...**

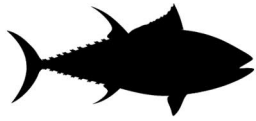
We offer these for sale at reduced prices with a savings of up to ten to fifteen percent. So, if your family and friends are coming over or you want to stock up your freezer, it’s definitely the way to go.

The price that you will see includes cutting and wrapping to your specifications. We will even wrap the steaks individually for you. With our New York Strips on sale at just \$9.99 lb., it would be a good time to consider it.

If you are stocking your freezer, the rule of thumb is not to keep the items too long. Remember that all freezing does is “slow” down the process. The longer you keep it, the more it will deteriorate. On the other hand, the shorter the time, the less loss of quality you will find.

While we are talking about freezing, here is a little trick. Say you want to buy something a few days ahead of time. Like it is Monday, you are going out on the yacht for a few days, but you have guest coming on Friday. Put your stuff in the freezer overnight and put it in the refrigerator in the morning. It extends the life several days, and you won’t even know that it was frozen. **ENJOY!**





# Truckload Specials



Advertised prices SOLD in BULK Only!

Good Only at Siesel's on Oct. 5th, 6th, 7th & Iowa Meats on Oct. 26th, 27th, 28th While Supplies Last!

Mary's  
**Whole  
Chicken**  
**\$3.49lb.**  
*Save \$1.50lb.*  
2 per bag

Mary's Bone-In  
**Chicken  
Breast**  
**\$4.99lb.**  
*Save \$2.00lb.*  
5 lb. Bag

Mary's Boneless, Skin-On  
**Chicken  
Breast**  
**\$6.99lb.**  
*Save \$2.00lb.*  
5 lb. Bag

Mary's  
**Whole  
Chicken Legs**  
**\$2.79lb.**  
*Save \$2.20lb.*  
5 lb. Bag

16/20 Size  
**Cooked  
Shrimp**  
**\$14.99lb.**  
*Save \$5.00lb.*  
2 lb. Bag

U/15 Size  
**Mexican White  
Shrimp**  
**\$12.99lb.**  
*Save \$7.00lb.*  
5 lb. Box

16/20 Size  
**Peeled & Deveined  
Raw Shrimp**  
**\$9.99lb.**  
*Save \$12.00lb.*  
2 lb. Bag

**Fresh  
Snapper**  
**\$6.99lb.**  
*Save \$5.00lb.*  
5 lb. Bag

**Fresh  
Tilapia**  
**\$7.49lb.**  
*Save \$6.00lb.*  
5 lb. Bag

Fresh  
**Scottish  
Salmon**  
**\$13.99lb.**  
*Save \$6.00lb.*  
5 lb. Bag

**Fresh  
Scallops**  
**\$16.99lb.**  
*Save \$10.00lb.*  
5 lb. Bag

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

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



# Truckload Specials



Advertised prices SOLD in BULK Only!

Good Only at Siesel's on Oct. 5th, 6th, 7th & Iowa Meats on Oct. 26th, 27th, 28th While Supplies Last!

WHOLE USDA CHOICE

**Rib Eye**

**\$12.99lb.**

*Save \$5.00lb.*

In-The-Bag, USDA CHOICE

**Short Ribs**

**\$5.99lb.**

*Save \$2.00lb.*

WHOLE USDA CHOICE

**Brisket**

**\$3.99lb.**

*Save \$1.00lb.*

WHOLE USDA CHOICE  
Boneless

**New York**

**\$9.99lb.**

*Save \$7.00lb.*

WHOLE USDA CHOICE  
Bone-In

**New York**

**\$8.99lb.**

*Save \$7.00lb.*

WHOLE USDA CHOICE

**Short Loin**

**\$9.99lb.**

*Save \$7.00lb.*

WHOLE USDA CHOICE  
**Prime Rib Roast**

**\$9.99lb.**

*Save \$7.00lb.*

WHOLE USDA CHOICE  
**Chuck Roll**

**\$4.99lb.**

*Save \$2.00lb.*

In-The-Bag, USDA CHOICE

**Tri-Tips**

**\$4.99lb.**

*Save \$4.00lb.*

WHOLE USDA CHOICE  
**Top Sirloin**

**\$4.99lb.**

*Save \$5.00lb.*

WHOLE USDA CHOICE  
Butt Tender

**Filet Mignon**

**\$14.99lb.**

*Save \$10.00lb.*

WHOLE USDA CHOICE  
**Beef Tenderloin**

**\$19.99lb.**

*Save \$15.00lb.*

FRESH & LEAN  
**Ground Beef**

**\$3.99lb.**

*Save \$1.00lb.*

5 lb. Bag

**Pork Baby  
Back Ribs**

**\$3.99lb.**

*Save \$2.00lb.*

3 pk. Bag

Center Cut, WHOLE, Bone-In

**Pork Loin**

**\$2.99lb.**

*Save \$2.00lb.*

WHOLE Boneless

**Pork Loin**

**\$3.99lb.**

*Save \$2.00lb.*

**Pork  
Tenderloins**

**\$3.99lb.**

*Save \$1.00lb.*

2 per Bag

Bone-In

**Pork Butts**

**\$1.89lb.**

*Save \$1.00lb.*

2 per Bag