



THE  
**Country Kitchen**  
*Journal*  
 For the Serious Cook!

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

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

Volume 27 Number III

May 2019

**FREE  
 Samples**



**26th Annual**



**FREE  
 Samples**

**Sweet Onion & BBQ Festival**

**Introducing  
 First Light  
 Grass Fed Beef**

**Featuring  
 Sweet  
 Imperial Onions**



**May 4th, 2019 • May 18th, 2019**  
**10-4 at Both Stores**

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

## Good Golly... We Found It!

Over the years many of you have been asking for Grass Fed beef, but honestly we couldn't find a product that met our standards, which, as you know, is pretty high. Especially since we have you in mind. We want to make sure that you are getting the highest quality product with the best price available in the market. Well, we are excited to tell you that we think we have found just the right one! The company is called "**First Light**" and they are based out of New Zealand.

Their story starts in 2003 when three blokes (that's what they call men in New Zealand) set upon a journey to start a revolutionary new beef company that would someday take the world by storm. And by storm they have!

Already taking home Gold Medal awards for the 2018 World Steak Challenge in London and "Steak of Origin", New Zealand. **First Light** ranchers are a true band of pioneers. They did the unthinkable and took Wagyu cattle (a breed originally from Japan) out of their pens and raised them only on grass. The result of their hard work and dedication is the most extraordinarily tender, marbled grass fed beef. Structured as a cooperative, **First Light** has over 60 ranchers from all over New Zealand. They all share a deep passion for the land and for happy cattle.

We are happy to announce that at this years **26th Annual Sweet Onion & BBQ Festival** we will be sampling **First Light** meats. Here you will be able to taste for yourself, Wagyu's distinct sweet nutty flavor and it's rich marbling. We are even more excited that on May 4th (at both stores) we will have ranchers all the way from New Zealand answering questions about their cattle. So mark your calendars, this will be an event you don't want to miss! **ENJOY!**



WWW.FIRSTLIGHT.FARM

### Important Dates in May

- ◆ May 4th - **26th Annual Sweet Onion & BBQ Festival**, 10 - 4 at both stores
- ◆ May 12th - **Mother's Day**
- ◆ May 18th - **26th Annual Sweet Onion & BBQ Festival**, 10 - 4 at both stores
- ◆ May 27th - **Memorial Day**

## Charcoal, Gas... Wood Pellets??

Welcome to the new age of wood fired grilling! Thanks to the fine people at **Green Mountain Grills** for providing us with the top-of-the-line, easy on your pocket, wood pellets grills.

If you are not familiar with this style grill, they are powered by electricity where a motor feeds an auger (picture a large corkscrew) with wood pellets that are carried to a fire box. The fire box sits below the Grill Cavity. Here a hot rod automatically ignites the pellets, and a combustion fan below keeps them burning. Vents vertically line the inside of the Firebox creating a circular air flow. **This is where the magic happens!** The Heat Shield\* that covers the Firebox distributes the heat to both sides of the grill and flows up into the convection-style grill chamber. A sensor mounted inside the grill sends data to the on-board computer ten times every second, and the controller adjusts the air and pellet flow to maintain the temperature you set. It's just that easy!

For more information on these fabulous grills please stop by one of our stores today. You may even catch us doing a little grilling ourselves! **ENJOY!**



Our Siesel's family member Robert Cabanas, the guy with biggest heart needs a new heart. While waiting on the list for a heart transplant his family is feeling the financial burden. His family here at Siesel's is starting a campaign to collect donations that will be given to the family on a monthly basis to help ease the burden. If you can find it in your heart to help please donate.



Thank you from the bottom  
of our hearts,  
The Siesel's Family



Donations accepted at  
Siesel's Meat & Deli

## Ah, Spring, when all thoughts & hearts turn to...

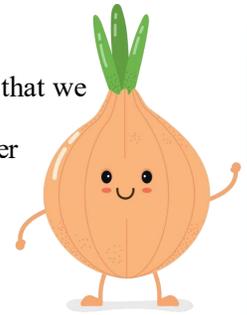
ONIONS! We hate to be unromantic, but, hey, what can we say? If you know us, you know that we are on the lunatic fringe when it comes to “**Sweet Imperial Onions.**” If you don’t know us and don’t know of these onions, you are missing out on some awfully good eating, and you had better read on.

Sweet onions are produced all over the place, and there are some mighty big names. You know, like Maui and Vidalia. The thing is that our next door neighbor, Imperial Valley, produces one of the best in the world. This is an absolute culinary gem. We do our best to spread the word, but, for the most part, this is still a well-kept secret.

Now, we can start arguing that it is the desert soil and the growing conditions and an absolute act of God that makes these things so special. Honestly, we think the secret is in the freshness of the onion.

We have played with these things for a long, long time. We know that if you let them sit around too long, they will taste just like any other onion. The fresher they are, the sweeter they are. The trick is to keep them refrigerated! Just rub off the loose outer skin, and store them in the fridge. We have kept them for up to four months. They will be as sweet as the day you bought them.

Please keep in mind that these gems are only in season from mid-April until mid-June. Don’t miss out on them! Oh and we’ll be sampling them at our **26th Annual Sweet Onion & BBQ Festival! ENJOY!**

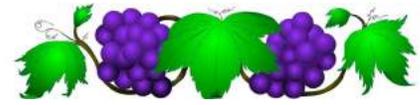


If you still prefer grilling with charcoal may we suggest the “Pit Barrel® Cooker”. Unlike traditional grills which cook food from a single, direct heat source, the cylindrical shape of the Pit Barrel® and “Hook-and-Hang” method place the food in the center of the action. This heats the meat from all sides at once, producing consistently great-tasting, perfectly cooked food every time. In addition, the dripping juices fall onto the hot coals, producing a smoke fog which fills the barrel and envelops the meat, infusing it with even more natural flavor. Can you say “Moist”!

Four reasons to love this barrel is the Hook-N-Hang method, versatile grilling, durability and portability! It’s reasonably priced too! Stop by either store for more information. Oh and don’t forget to pick up a package of All Purpose Pit Rub! **ENJOY!**



## Patti's Picks



April showers bring us May Sangria’s! Alright, we know it’s supposed to be flowers but we found this amazing Sangria from the fine folks at Glunz Family Winery & Cellars. So we are officially changing flowers to Sangria! After the cold wet winter we had in San Diego, this will warm you heart and make you smile.

The Glunz story began in 1879, when Louis Glunz I arrived in Chicago from his native Wespalia, Germany. Here he had the opportunity to learn about the brewery business from a prominent business man Charles H. Whacker. After years of hard work and saving his wages, Louis was able to open his first wine, beer and spirits shop. This is where many of his great, great grandchildren continue to do business today.

Now fast forward to 1992 where the fourth generation Glunz family opened their first winery in Grayslake, Illinois. Specializing in small batch fortified wines their business grew to capacity and they needed to expand their production. So they headed west to Paso Robles, California. Here they have been producing outstanding wines including their line of **de la costa Sangria’s** in both Red and White.

Bold in flavor, this Sangria does not use water like you will find with most Spanish Sangria’s. This creates a rich taste as well as a higher alcohol content too. Unique to this bottle is it’s reclosable air tight opening. Perfect accompaniment on your next picnic.

- ◆ The Red is a combination of Zinfandel and Merlot offering an excellent center of dark fruit flavors
- ◆ The White stems from a Sauvignon Blanc and balances out the crisp and refreshing flavors of Lemon, Lime and Grapefruit

Now that the sun is shining and the flowers are blooming it’s time to enjoy a refreshing glass of **de la costa Sangria**. Best over ice and garnish with freshly cut fruit. We will be offering these fun libations for **\$9.99/bttl ENJOY!**



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 through May 31st, 2019 Or While Supplies Last

USDA CHOICE  
Aged, Midwestern  
New York Steak

**\$14.99** lb

Marinated, All Varieties  
Boneless, Skinless  
Chicken Breast

**\$4.99** lb.

Midwestern  
Baby Back  
Pork Ribs

**\$4.99** lb

Our Own  
Famous  
Carne Asada

**\$9.99** lb

Fresh Caught  
Red  
Snapper

**\$7.99** lb.

Marinated, All Varieties  
USDA CHOICE  
Boneless  
Tri Tip Roast

**\$9.99** lb.

Bone-In  
Fresh Midwestern  
Pork Butt

**\$2.49** lb.

First Light  
100% Grass-Fed  
Wagyu  
New York Steak

**\$29.99** lb

First Light  
100% Grass-Fed  
Wagyu  
Top Sirloin Steaks

**\$19.99** lb

Western Wood  
Chunks For Smoking  
Mesquite or Hickory

**\$9.99** 7lb Bag

Vienna  
All Beef Franks  
Regular or Polish

**\$9.99** lb.

First Light  
100% Grass-Fed  
Wagyu  
Ground Beef

**\$9.99** lb.