

Good Taste is a Matter of a Piñon

New Mexico Piñon Coffee Company



**2011
CATALOG**

WELCOME *Bienvenidos*

Welcome to the latest catalog from the New Mexico Piñon Coffee Company. For over 15 years our business has become recognized for our unique roasting of piñon (pine nuts) and a multi-bean blend of the finest high-altitude Arabica coffee found in the world today. Our coffees continue to be hand-roasted in small batches, the old-fashioned way, with constant attention to quality, flavor and aroma.

NEW THIS YEAR – The “Buy 1, Get 2nd Half Off” Special is a perennial favorite offer for our New Mexico Piñon Coffee. After many requests, we are happy to announce that this same Special Offer is now available for the New Mexico Favorites line of coffee (see page 5). Saving money has never tasted so good! Also, with the newfound popularity of the Bizco-Bites and the New Mexican Wedding Cookies from Way Out West Bakery, we’ve added two more of their cookies that are sure to be savored. See page 7 for the “Billy the Kid Cowboy Cookies” and the “Hacienda Red Chile Ginger Snaps.” As always, be sure to check our Web site frequently for periodic sales, special offers, and more items that are new. Enjoy!

Standard Delivery Charges

Merchandise Total	Add
Up to \$20.00	\$8.50
\$20.01 to \$30.00	\$9.50
\$30.01 to \$50.00	\$10.50
\$50.01 to \$75.00	\$12.50
\$75.01 to \$100.00	\$14.50
\$100.01 to \$150.00	\$19.50
\$150.01 to \$200.00	\$25.50
\$200.01 to \$300.00	\$35.50
Each order over \$300.00	FREE

(add \$15.00 per order to Alaska or Hawaii)

Interested in serving or retailing our award-winning Piñon coffee in your café, coffeehouse, or restaurant? Our Piñon coffee products create a unique and interesting profit center that complements most any coffee-related product mix. We invite you to call our commercial accounts division to discuss how we can contribute to your business success with a unique line of New Mexico Piñon products.

Grinds Of Coffee

Coarse Grind – For percolators and plunger pots (French press pots)
Medium Grind – For drip coffee makers using flat-bottomed filters
Fine Grind – For vacuum pots and cone-shaped filters
Extra-Fine Grind – For espresso and Turkish coffee

Preferred Payment:



We Also Accept Checks
Made Payable to
“NM Pinon Coffee Co.”

PHONE
505-298-1964
TOLL-FREE
800-572-0624
FAX
505-237-8182

How to Order:

WEB
www.nmpinoncoffee.com
E-MAIL
customer@nmpinoncoffee.com

ABOUT THE COVER: The Rio Grande Gorge Bridge on U.S. Highway 64 is a cantilever truss bridge across the Rio Grande Gorge 10 miles northwest of Taos, New Mexico. At 650 feet above the Rio Grande River, it is the fifth highest bridge in the United States. Awarded the title of “Most Beautiful Steel Bridge” in 1966, it has appeared in several films including “Wild Hogs” and “Terminator Salvation.” Also pictured is a larger-than-life bag of our “Tantalizing Taos House Blend” coffee. See page 5 for our new 2-Bag Special offer on this coffee and the nine other coffees in our New Mexico Favorites line-up.

Cover concept and design by Randall Teller and Eric Egenes
Rio Grande Gorge Bridge photo by Britt Huggins of New Wave Rafting Company
Catalog layout and design by www.EricEgenes.com



Prices are subject to change without notice. Not responsible for printed errors and we reserve the right to correct them.
Products in gift baskets subject to manufacturer change, and we will only replace with equal or upgraded product.

Our Award-Winning Piñon Coffee

**Three-Time National
Roasting Award Winner!**



Regular Piñon Coffee

Decaf Piñon Coffee

Regular Flavored Piñon Coffee

(see flavors at bottom)

Decaf Flavored Piñon Coffee

(see flavors at bottom)

	12 oz.	2 lb.	5 lb.
Regular Piñon Coffee	\$11.00	\$24.00	\$52.50
Decaf Piñon Coffee	\$11.50	\$25.00	\$55.00
Regular Flavored Piñon Coffee	\$11.50	\$25.00	\$55.00
Decaf Flavored Piñon Coffee	\$12.00	\$26.00	\$57.50

Take advantage of our "Buy 1 get 2nd half off" specials!

Regular Piñon Coffee	Two 2 lb. bags \$36.00	Two 5 lb. bags \$78.75
Decaf Piñon Coffee	Two 2 lb. bags \$37.50	Two 5 lb. bags \$82.50
Regular Flavored Piñon Coffee	Two 2 lb. bags \$37.50	Two 5 lb. bags \$82.50
<small>(see flavors at bottom)</small>		
Decaf Flavored Piñon Coffee	Two 2 lb. bags \$39.00	Two 5 lb. bags \$86.25
<small>(see flavors at bottom)</small>		

Piñon Coffee is also available in these flavors:

Almond	Chocolate Cherry	Cinnamon	English Toffee	Pistachio
Amaretto	Chocolate Coffee Cake	Cinnamon Almond Macaroon	French Vanilla	Pralines & Cream
Apple Empanada	Chocolate Cream	Cinnamon Hazelnut	French Vanilla Almond	Pumpkin Spice
Bavarian Strudel	Chocolate Macadamia Nut	Coconut	German Chocolate Cake	Raspberry
Biscochito	Chocolate Mint	Coconut Almond Delight	Hazelnut	Southern Pecan
Butter Rum	Chocolate Orange	Coffee Cake	Irish Cream	Vanilla
Butterscotch Sundae	Chocolate Pecan	Cookiedoodle	Mexican Spiced Chocolate	Vanilla Buttercream
Chocolate	Chocolate Raspberry	Crème Brulee	Orange Biscochito	Vanilla Nut
Chocolate Almond	Chocolate Strawberry	Dulce de Leche	Piñon Fudge	Yule Nog

Coffee is available in both whole-bean (WB) and ground (GR) form. Please specify.

Pot Of Piñon



Want a large selection of our fantastic flavors, one pot at a time? Pot of Piñon comes in 1.5 oz. bags, just enough for an 8 to 10 cup home brewer. Order it in any of the flavors featured on page 3 for \$2.25 each, or \$1.95 each when you order 10 or more. Pot of Piñon comes only in ground form, in Regular Piñon, Decaf Piñon, or Flavored.

Piñon Fact

The Piñon is a nut-like seed that is edible and provides a good source of protein. The piñon was not only an important food product for the early Americans, but also played a part in their spiritual life.

Piñon Coffee 16 oz. Can

Your favorite coffee is now available in a vacuum-sealed can. Keep one in the cupboard for that special occasion, knowing it will be as fresh and flavorful as the day it was packaged. Comes with a resealable plastic lid. Specify ground or whole-bean, regular or decaf.

Regular \$12.50

Decaf \$13.00



Burlap Bag Piñon Coffee

Great for introducing that special friend to the joys of New Mexico Piñon Coffee.

With its custom-printed gift card and satin ribbon, it makes a truly distinctive gift evocative of the Southwest. Coffee is contained within a stay-fresh pouch inside the burlap. Specify ground or whole-bean, regular or decaf.

6 oz.

2 lb.

Regular

\$7.00

\$25.50

Decaf

\$7.25

\$27.50



Coffee is available in both whole-bean (WB) and ground (GR) form. Please specify.

New Mexico Favorites

ADOBE MORNING BLEND

Enjoy this excellent early morning breakfast treat; medium roasted and mildly spicy like a warm cinnamon roll.

CACTUS CANYON

A blend resulting in a light-bodied, sweet full flavor derived from the prickly pear cactus.

ESSENCE OF SANTA FE

Medium roasted, full-bodied and creamy in taste. One sip transports you to this beautiful region that we call home.

MANZANO ITALIANO

Named after the famed Manzano mountains, this high-energy espresso produces a thick, rich cream and goes down smooth and sweet.

MELLOW MESA

Medium roasted coffee with a sweet and mellow nutty flavor.

MOUNTAIN MEDLEY

A blend of our two most favored mountain blends: Sandia Best and Manzano Italiano, roasted to perfection, dark and robust.

ROUTE 66 OR BUST

Robust coffee named for famed Route 66 where we began this trek. Dark-roasted with chocolate undertones evocative of Route 66 diner malts.

SANDIA BEST BLEND

One of our early blends. A dark roast, both rich and mellow. Still a favorite of those who prefer a dark roast coffee.

SOUTHWEST SUNSET

A fabulous blend of full-bodied coffees rich in sweet floral notes, an almost perfumed aroma with hints of the high desert.

TANTALIZING TAOS BLEND

Dark and medium roasts combine for a sweet and pungent bouquet, a favorite in this famed snow-capped New Mexico resort town.

In these special coffees you can discover the variety of unique roasts and subtle flavors that evoke the "Land of Enchantment" with a growing number of our customers. Due to the increasing popularity of these 10 blends, we're now offering a 2-Bag Special price on the 2LB and 5LB sizes!

12 oz. Favorites

\$10.00 each, Decaf \$10.50

2 lb. Favorites

\$23.00 each, Decaf \$24.00

5 lb. Favorites

\$51.50 each, Decaf \$54.00



*Take advantage of our new
"Buy 1, Get 2nd Half Off" Specials!*

Regular New Mexico Favorites

Two 2 lb. bags \$34.50

Two 5 lb. bags \$77.25

Decaf New Mexico Favorites

Two 2 lb. bags \$36.00

Two 5 lb. bags \$81.00



Coffee is available in both whole-bean (WB) and ground (GR) form. Please specify.

Colorado Piñon Coffee



A roast designed for the high mountains of the Rockies; Perfect for that après-ski cup of java. Colorado Piñon Coffee uses high altitude Arabica beans, known to be the best for flavor, richness and body.

This coffee is a somewhat darker roast than our New Mexico Piñon Coffee and therefore yields a full-bodied yet smooth palate with a deep piñon taste.

The 8 oz. bag comes in a gorgeous blue and white design with Aspen's famous Maroon Bells in the background, making it a great gift.

	8 oz.	12 oz.	2 lb.	5 lb.
Regular Colorado Piñon Coffee	\$7.95	\$11.00	\$24.00	\$52.50
Decaf Colorado Piñon Coffee	\$8.50	\$11.50	\$25.00	\$55.00

Take advantage of our "Buy 1, Get 2nd Half Off" Special!

Regular Colorado Piñon Coffee - Two 2 lb. bags \$36.00 - Two 5 lb. bags \$ 78.75

Decaf Colorado Piñon Coffee - Two 2 lb. bags \$37.50 - Two 5 lb. bags \$82.50

Texas Piñon Coffee

Our newest blend, Texas Piñon Coffee evokes the spirit of that great state: we start with a blend of the very best high altitude Arabica beans from Latin America, roast them to a gorgeous dark roast, then add piñon from the Southwest and just a hint of cinnamon. Texas Piñon Coffee carries a robust yet very smooth taste, great for that wake-up cup of coffee in the morning. The 8 oz. bag comes in the brilliant colors you see here; great for gifts to those out-of-state friends of Texas; and, of course, for those of you who are sure to become regular buyers: the coffee comes in our 2 lb. and 5 lb. specials.



	8 oz.	12 oz.	2 lb.	5 lb.
Regular Texas Piñon Coffee	\$7.95	\$11.00	\$24.00	\$52.50
Decaf Texas Piñon Coffee	\$8.50	\$11.50	\$25.00	\$55.00

Take advantage of our "Buy 1, Get 2nd Half Off" Special!

Regular Texas Piñon Coffee - Two 2 lb. bags \$36.00 - Two 5 lb. bags \$ 78.75

Decaf Texas Piñon Coffee - Two 2 lb. bags \$37.50 - Two 5 lb. bags \$82.50

Imported Coffee

Note: Due to the special nature of these beans, we cannot always procure all types, and we will notify you if we were unable to fill the order. Not available in decaf.

IMPORTED COFFEE

The best of each country's offerings.

12 oz.	2 lb.	5 lb.
\$9.50	\$22.50	\$51.00

- Brazil Santos
- Colombia Supremo
- Costa Rica
- Guatemala
- Mexico Altura
- Kona Blend
- Sumatra
- Tanzania (Dark Roast Only)



SPECIALTY & DARK ROASTS

Rich, full-flavored roasts.

12 oz.	2 lb.	5 lb.
\$9.50	\$22.50	\$51.00

- Dark Roast Colombian
- Espresso Franco
- French Roast
- New Mexico Dark

Coffee is available in both whole-bean (WB) and ground (GR) form. Please specify.

Cocoa & Tea



Piñon Cocoa

High Desert Piñon Cocoa

Noted American wildlife authority Euell Gibbons called the piñon nut “the most palatable of all the wild foods.” Now you can experience this taste in a rich, instant cocoa.

Available in:

Traditional, Pecan, Cappuccino or Mexican Spiced Chocolate

6.25 oz. gift can \$4.95 each or any 3 for \$13.95

High Desert Herbal Teas

Try our delightful blends of loose (caffeine-free) herbal teas. They’re easy to make (by the cup) using the tea infuser spoon offered on page 12.

Available in:

Chimayo Sunset (cranberry-apple),
Piñon Peach (peach and other fruit flavors),
Mesa Berries (bold, tart berry flavors)
or **Angel’s Tea** (strawberry-lemon)

2 oz. gift tin \$6.95 each



Herbal Tea



Piñon Chai

High Desert Piñon Chai

“Smooth” is the word for this creamy and aromatically-spiced instant chai tea. We’ve brought our Southwestern influence to one of the world’s favorite black tea beverages.

Available in:

Traditional or Mexican Spiced Chocolate

6 oz. gift tin \$5.95 each



Sun Tea

High Desert Sun Teas

Our sun teas are blended of the finest Ceylon Black Tea and infused with delicate fruit flavors. The two 1-oz tea bags per tin make 1 gallon of sun tea each.

Available in:

Prickly Pear, Mango, Passion Fruit, Raspberry or Peach

2 oz. gift tin \$5.95 each or any 3 for \$16.95

Gift Crates

Choose from a variety of cocoa and tea combinations in an attractive three-pack combo. The colorful box with Native American design elements makes a great gift!

Sun Tea Crate \$18.95

Contains 3 decorative 2 oz. tins of our delicious teas: Prickly Pear, Raspberry and Mango.

Cocoa Crate \$16.95

Contains 3 decorative 6 oz. tins of our delicious Traditional, Mexican Spiced and Cappuccino cocoas.



Assorted Crate

Herbal Tea Crate \$21.95

Contains 3 decorative 2 oz. tins of our herbal tea: Chimayo Sunset, Piñon Peach and Mesa Berry. Includes a free tea infuser spoon!

Assorted Crate \$19.95

Contains our 2oz Chimayo Sunset Herbal Tea, 6oz Traditional Cocoa, and 2oz Prickly Pear Sun Tea.

Gift Boxes...and More!

From a single mug to a generously-filled gift box, you're sure to find the perfect gift! Many of our gift box items now come in a sturdy burlap box with a whimsical coffee bean motif. Its drawstring makes it collapsible for storage or it can be reused for gifts, displays, or as a serving tray. Several of our gift boxes have been updated with new items. All burlap gift boxes are cello-wrapped, come with a gift card bearing your custom-printed message, and are carefully packed for shipping.

Santa Fe Dinner Box \$52.95

Our classic dinner box is now even better with the inclusion of Cibolo Junction's hearty Feast Day Posole mix and savory Green Chile Stew mix. Give each a little extra heat from our bottle of Milagro Ha Chi Wawa hot sauce. A freshly-baked pan of Chile Addict's Chile Cornbread makes the perfect accompaniment for this posole and stew dinner. Then fry up a batch of steaming sopapillas for dessert and fill them with Santa Fe Olé's Red Chile Honey. Now chill out with some freshly-brewed High Desert Sun Tea on ice or relax with a cup of our creamy Essence of Santa Fe Coffee. High altitude heaven!



Santa Fe Dinner Box

New Mexico Snack Box \$42.95

Whether in the dorm or in the den, this box hits the spot when you need a New Mexico nosh. Our updated snack box includes the new Bizzo-Bites biscochitos from Way Out West Bakery. These aromatic cinnamon and anise cookies are best enjoyed with a pot of Piñon Coffee made from the enclosed 8oz bag. If heat's your treat, munch on the Heart of the Desert's Red Chile Pistachios or dip the Chimayo Traditions Blue Corn Chips in our spicy Milagro salsa. Satisfy that sweet tooth with two of our rich chocolate Coffee Crunch Bars or spend the rest of the day savoring one (or both!) of our long-lasting Piñon Coffee Lollipops.



New Mexico Snack Box

Adobe Morning Gift Box \$45.99

A great selection of goodies, good anytime of the day. We start our day with a 12 oz. bag of Adobe Morning Coffee from our New Mexico Favorites line; a 2 oz. tin of Herbal Tea & Tea infuser spoon; a 6 oz. tin of mouthwatering Piñon Cocoa; cooked up fresh and hot out of the oven Bischochito Breakfast Bread and dunk an 8-pack of our own Piñon Biscochito Biscotti into one of the two flavored Pot of Piñon Coffees.



Adobe Morning Breakfast Box

Route 285 Sampler Box \$44.95

Named for the scenic byway that traverses New Mexico, Colorado and Texas. Why? Because we've included in this single gift box 8oz bags of all three of our beloved Piñon Coffees: New Mexico with its smooth, medium-roast savor; Colorado with its bold, darker tones; and Texas with its gustful spicy notes. Take this "road trip" which also includes two of our "Cup O' Joe To Go" Coffee Crunch Bars. We even like to think that our famous red truck pictured on the enclosed ceramic Truck Mug is on Route 285 somewhere between Santa Fe and Leadville. Who needs a GPS when the four compass points on the enclosed ceramic Zia Logo mug will direct you home?



Route 285 Sampler Box

Gift Boxes...and More!

Burque BBQ Box \$39.95

Whether you call it Albuquerque, The Q, or Burque, we had to name this new gift box after our hometown. The enclosed Piñon Espresso Barbecue sauce generates its own heat and smoke from a recipe of chipotles and espresso coffee in a thick basting sauce. We've added a couple of seasoning packets from Chimayo Traditions – Rib Rub and Mesquite Seasoning – to inspire your culinary creativity. Use the enclosed jar of Red Chile Honey as the perfect Southwestern glaze. Then brew-up some Piñon Coffee from the 6oz burlap bag. **BONUS:** we've included a chef's apron in "Piñon-Coffee Red" with our logo front and center. It goes great with the cap on page 12.



Burque BBQ Box

Coffee, Cocoa & Tea Box \$30.95

Includes a 12 oz. bag of Piñon Coffee, a 6 oz. tin of Piñon Cocoa, and a tin of our Herbal tea. plus your own tea infuser spoon.



Coffee, Cocoa & Tea Box



Coffee, Cocoa & Mug Box

Coffee, Cocoa & Mug Box \$25.95

Brew up a delicious cup of Piñon Coffee from a 12 oz. bag or a steaming cup of cocoa from a 6 oz. tin, and pour them into your very own Piñon Coffee mug.



Coffee & Mug Box

Coffee & Mug Box

Our ceramic mug boxed with an 8oz bag of Piñon Coffee. Cello-wrapped, with gift card.

Regular or Decaf \$15.99 (Zia Logo or Truck Mug)



Kokopelli Box

Kokopelli Box

Regular or Decaf \$49.95

Six 12 oz. bags of our New Mexico Favorites: Cactus Canyon, Mellow Mesa, Adobe Morning Blend, Sandia Best Blend, Mountain Medley, and Route 66 or Bust.



Truck Mug

Piñon Coffee Mug

Good taste speaks for itself with our colorful ceramic mugs. \$4.50 (Truck or Zia Logo Mug)



Zia Logo Mug



Pot of Piñon Sampler

Pot of Piñon Sampler \$9.99

Five one-pot samplers of our best-selling flavors of Piñon Coffee: Biscochito, Mexican Spiced Chocolate, Piñon Fudge, Apple Empanada, and Regular Piñon.

Milagro Country Foods



***HOT, SPICY,
TANGY,
FRUITY &
FABULOUS!***



Passion Peach Salsa

Great with meats, as a dip, or on salads. A special recipe made with thick, ripe peaches, red jalapeños, onions, cilantro, vinegar, garlic, salt and pepper.

12 oz. jar \$5.75

Chipotle Fiesta Salsa

A "chipotle" is defined as a mesquite-smoked, ripe jalapeño, and is what defines this lightly smokey-flavored hot salsa.

12 oz. jar \$5.75

Jalapeño Fiesta Salsa

A long-time favorite of New Mexicans – the pepper which gave chipotle its start.

12 oz. jar \$5.75

Habañero Fiesta Salsa

For the "heat seekers," this very hot habañero salsa will warm your heart forever. A best-seller!

12 oz. jar \$5.75



Cibolo Junction Food & Spice Company

Cibolo Junction (a.k.a. Chimayo To Go) is an independent, home-owned business started in 1998. Located in the small village of Ojo Sarco on The High Road between Santa Fe and Taos, it prides itself on offering the highest quality New Mexico food products. Cibolo Junction is pleased to provide the New Mexico "chile fix" that so many of you crave who have lived in, or visited, this beautiful state.

Bowl O' Red

A savory Southwestern gourmet chili mix with a blend of 15 herbs and spices. A unique recipe that has won many Chile Cook-offs throughout the country.

Makes 2.5 quarts \$5.75

Chimayo Chile Cheese Bread

Wholesome grains, herbs, robust spices, cheddar cheese and famed Chimayo red chile go into this hearty bread mix.

Makes 12 muffins \$5.75

Feast Day Posole

The popular hominy dish, complete with all the traditional seasonings. It is the centerpiece of New Year's celebrations, customarily eaten for good luck.

Makes 1.5 quarts \$5.75

Creamy Potato Chipotle Soup

A zesty blend of herbs and spices mixed with potatoes, chipotle and other chilies to become a complex, rich and full-flavored soup.

Makes 1.5 quarts \$5.75

Biscochito Breakfast Bread

Inspired by the official state cookie, this sweet bread has flavors of anise, cinnamon and orange. Moist and light, it is a wonderful complement to morning coffee or tea.

Makes 12 muffins \$5.75

Margarita Muffin Mix

A citrus-inspired bread that is both sweet and tart. Mix includes everything but the liquor for a south-of-the-border surprise!

Makes 12 muffins \$5.75

Indian Blue Corn Bread

With a touch of jalapeño and lime in the mix, it's a taste fiesta!

The perfect companion to our chili, soup, or stew.

Makes 12 muffins \$5.75



Accessories



NM Piñon Coffee Ball Cap \$12.95 each

Show your coffee loyalty with a NM Piñon Coffee logo baseball cap. We've been asked for years about carrying a baseball cap with the New Mexico Piñon Coffee logo, and we finally had some great caps made for us. The cap is high quality, soft crown, with a metal clasp for the adjustable band. It has a stiff but bendable brim, and comes in our company color red, with the logo in black and yellow. The cap is all cotton, soft and comfortable.



Tea Infuser Spoon \$1.95 each

This handy gadget eliminates the need for dangling an old-fashioned tea ball. A simple squeeze opens this two-sided spoon for scooping the perfect amount of loose tea to make a single cup. Simply place the filled spoon in a cup of hot water and allow to steep. Can be used with any of our herbal teas sold on page 13.

Supremo Coffee Mill \$44.95

If you love good coffee, you will want a burr grinder, not the cheap rotary grinders that literally tear the coffee beans apart; 17-position grind selector gives you the option to grind from very fine, Turkish and Espresso, to extremely coarse for French Press or cold water Filtration systems; Removable burr grinding wheel for easy cleaning; Ground Coffee Container with lid can be temporarily stored in your refrigerator; Grinds beans for 1 to 12 cups of coffee automatically; Large ¼ lb. capacity hopper.



French Press Pots

Enjoy the perfect cup of coffee with our new La Cafetière French press pot. La Cafetière has been designing and manufacturing quality presses for over 30 years.

When we saw their "wave" design so evocative of the tilde in "piñon," we knew this was the one for brewing our Piñon Coffee. It's easy to use (instructions included), easy to clean, and makes the perfect coffee in an instant.

Choose between the 8-cup press and the 8-cup press with matching cups.



La Cafetière Gift Set (8-Cup Press + 2 cups)

\$38.95

What is a tilde? (teel-day)

The tilde is a mark placed especially over the letter 'n' (as in piñon) to denote the sound 'ny'.



La Cafetière 8-Cup Press

\$28.95

Dulces

Cookies and Candy



Bizco-Bites

Way Out West Bakery has been making biscochitos for decades and we're pleased to introduce their newest offering, Bizco-Bites. They've packed a lot of flavor into this bite-sized version of New Mexico's favorite cookie.

8 oz. resealable package \$7.99

New Mexican Wedding Cookies

Also by Way Out West Bakery, these new bite-sized treats have centuries-old tradition behind them. The delicate flavors of almond and walnut infuse these light shortbread cookies which are dusted with powdered sugar. See why these morsels have cast a spell throughout New Mexico at festivals, holidays and special occasions.

8 oz. resealable package \$8.49



Hacienda Red Chile Ginger Snaps

The exchange of recipes between Hispanic settlers and the Native American was common, and many bakers at the quaint adobe haciendas blended New Mexico chile and ginger ingredients introduced by old Spanish recipes. In that tradition, Way Out West Bakery has created a spicy mini-cookie sure to be enjoyed by caballeros, vaqueros, and you!

8 oz. resealable package \$7.99



Billy the Kid Cowboy Cookies

Has Way Out West Bakery stumbled upon the legendary cookie recipe concocted by Catherine Antrim and favored by her son – famed outlaw Billy the Kid? We're not sure, but we are sure that you'll love this textured mini-cookie of oatmeal, chocolate chips, and peanut butter.

Definitely WANTED!

8 oz. resealable package \$7.99



What is a Biscochito (Bizcochito)?

New Mexico was the first state in the nation to have an official cookie: the Biscochito. Although spellings may vary, this delightful shortbread cookie flavored with anise, cinnamon, and sugar has graced New Mexican holiday tables for generations.

Piñon Coffee Lollipops

It's coffee on a stick! Carry a cup of coffee in your pocket for when you need it.

99¢ each 6 for \$5.00 12 for \$9.00

Coffee To Go! No Messy Cups! Piñon Coffee Crunch Bars

Up for a sweet cup of coffee on the go? There's real coffee "crunch" in our Piñon Coffee Crunch Bars. Available in Milk, Dark, White Chocolate and Piñon Chile.

\$1.75 Each 3 for \$4.95 6 for \$8.95

Sorry - We cannot ship chocolate items from May to October.



Chile Addict Foods

The Chile Addict has been one of the premier Southwest food companies for over twenty years.

The following is just a sampling of their many Southwest salsas, chile powders, and other products.



Thermonuclear Meltdown

Chile Addict's entry into the habañoero hot sauce race. A four pepper hot sauce, it has chipotle for that wonderful smoky flavor that chipotle is well-known for. It also has New Mexico red chile and red jalapeño for sweetness and habañoero for that unforgettable heat. All natural, no added sugar, oils, or preservatives.

8.6 oz. jar (hot) \$5.75

Green Chile Sauce

This traditional style sauce is made from fresh, open flame roasted New Mexico Grown green chile. Use right from the jar on enchiladas or pour over chile relleno. No preservatives.

16 oz. jar (medium, hot) \$5.75

Red Chile Sauce

Only vine ripened and sun dried New Mexico red chilies are used to make our premium grade red chile sauce. We included just the basic ingredients with the minimal spices so this sauce retains the true chile flavor. Use straight from the jar or add your own secret ingredients for a real home-cooked flavor. No preservatives.

16 oz. jar (medium or hot) \$5.75

Green Chile Salsa

This all natural salsa is fat-free and has no preservatives. Made from the finest New Mexico green chile with just the right touch of habañoero for flavor and tang. Blended with onions, garlic, and fresh cilantro, it's a perfect blend of flavors.

16 oz. jar (medium or hot) \$5.75

Home Style Salsa

Our old standby. A tomato-based salsa that is rich, thick and chunky, and chock full of all the things that make a superb salsa.

16 oz. jar (medium or hot) \$5.75

Green Chile and Fresh Garlic Salsa

Garlic lovers rejoice. Now a salsa with a true fresh garlic flavor. Made with vine-ripened tomatoes and our famous Hatch Green Chile (open flame roasted) and fresh garlic. 100% natural: no preservatives, no added sugar, salt, fats, or oils.

16 oz. jar (medium or hot) \$5.75

Red Chile and Fresh Garlic Salsa

Also full of true fresh garlic flavor. This time the Hatch Chile is vine-ripened, open flame roasted, and hand peeled before being chopped and added to the cooking pot. All natural: no preservatives, no added sugar, salt, fats, or oils.

16 oz. jar (medium or hot) \$5.75

Southwest Foods

SEASONINGS & MIXES

Sopaipilla & Indian Fry Bread Mix Combo

Mexican and Indian fried bread. Eat with your meal to compliment it, or spread with beans, garlic, garnish with lettuce tomato and onions, and top with salsa to make an Indian taco.

Can also be eaten with honey and they become dessert.

12 oz. package (recipes included) \$5.49

Green Chile Stew Mix

Just add water and your choice of meats. Makes six -16 oz. servings (instructions for vegetarian stew also included).

8.75 oz. package \$5.49

Red or Green Chile Cornbread Mix

All-natural ingredients include cornmeal, flour, chile and spices to make a naturally sweet, golden cornbread. (recipe included).

9oz package, Red or Green \$5.49

Blue Corn Meal

Meal from this nutty-flavored deep blue-purple grain makes the best bread and muffins. 12oz package (recipes included) \$5.49

Posole

The dried corn (hominy) which serves as the primary ingredient for the Mexican stew of the same name.

12 oz. bag (white) \$5.49 12 oz. bag (blue) \$5.49

HEART OF THE DESERT PISTACHIOS

Heart of the Desert's Eagle Ranch (located near Alamogordo, New Mexico) is the home of New Mexico's first, largest, and award-winning pistachio groves.

Unshelled (natural in the shell):

Plain, Roasted, Salted, 16 oz. - \$11.99

With Red Chile, 16 oz. - \$12.99

With Green Chile & Garlic, 16 oz. - \$13.99

SAUCES & SWEETS

Jams

All natural, these mild to medium hot home style jams would be the envy of any southwest homemaker. Uniquely New Mexican, use as glaze on meat or poultry dishes, or as spread for toast or bagels. Blend with cream cheese for a delightful dip.

10 oz. jar (green chile, red chile) \$4.99

10 oz. jar (prickly pear) \$5.99

Chile Honey

It had to happen. A partnership between us and the bees of Hatch Valley in south-central New Mexico. According to our sources, the bees agree to produce the finest golden honey and we blend it into an unforgettable spread. And you, our fellow chile-loving friends, shall reap the rewards

12 oz. jar (mild to medium) \$5.99

Piñon Espresso Barbeque Sauce

This unique barbecue sauce practically generates its own heat and smoke from a recipe that includes chipotles (mesquite-smoked jalapeños) and our own freshly-brewed espresso coffee.

Thick, dark, and sweetened with a touch of brown sugar.

14 oz. jar \$5.99

DRIED CHILE PRODUCTS

Red NM Chile Powder (medium or hot) 8 oz. \$5.49

Red Chimayo NM Chile Powder (medium-hot) 8 oz. \$5.99



New Mexico Piñon Coffee Company

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New Mexico Fun Facts

1. Albuquerque hosts the world's largest International Hot Air Balloon Fiesta. For nine days in October, the New Mexico skies are painted as hundreds of balloons lift off from Albuquerque's Balloon Fiesta Park.
 2. Taos Pueblo is one of the oldest continuously occupied communities in the United States. People still live in some of its 900-year-old buildings.
 3. The town of Cimarron was once known as the "Cowboy Capital of the World," having been home to some of the Old West's most famous names such as Kit Carson and "Buffalo Bill" Cody.
 4. The black bear cub that would become a symbol of fire prevention, Smokey Bear, was found in 1950 during a fire in the Capitan Mountains of south-central New Mexico.
 5. New Mexico has far more sheep and cattle than people. There are only about 12 people per square mile.
 6. During the late 1800s, territorial Governor Lew Wallace authored the popular historical novel Ben-Hur.
 7. The city of Truth or Consequences was once called Hot Springs. In 1950 the town changed its name to the title of a popular radio quiz program.
 8. The small town of Hatch is known as the "Green Chile Capital of the World."
 9. Santa Fe is the highest capital city in the United States at 7,000 feet above sea level. Its Palace of the Governors is the oldest government building in the United States.
 10. On November 2, 2010, New Mexicans elected the nation's first female Hispanic governor, Susana Martinez.
- Information courtesy of the Office of former New Mexico Governor Bill Richardson.*



Congress admitted New Mexico as the 47th state in the Union on January 6, 1912. Come visit us – no passport necessary!