

HUBBELL & HUDSON FEATURES

2ND ANNUAL

HATCH CHILE FESTIVAL

AUG. 17 – SEPT. 7, 2010

follow us online



www.hubbellandhudson.com

VIKING

COOKING SCHOOL

Southern Cookin'~

Thursday, August 26 • 10 am to 1 pm • 79 per person

You don't have to live in the South to appreciate soulful Southern cookin'. In this highly requested workshop, we'll teach you how to create traditional Southern food from the heart. Skillet cornbread, fried chicken, homemade banana pudding...if you haven't tasted the real thing, don't miss out on one of life's simplest pleasures. If you know what we're talkin' about...we'll see you in class.

Girls' Night Out: The Greek Isles~

Friday, August 27 • 6 pm to 9 pm • 99 per person

The Mediterranean tradition of sharing small plates of colorful, flavorful food over great conversation and a spirited libation is one of the hottest dining trends in America. In Spain, these little snacks are known as tapas, while in Greece, these bite-size treats are known as meze. From little plates of olives to miniature meatballs, meze are fun, robustly flavored tidbits typically enjoyed with ouzo, the classic Greek apéritif. Travel with your girlfriends to the "Greek isles" for an evening of laughing, learning and lingering over our masterful meze menu. Opa!

SIGN UP IN STORE OR ONLINE!

Hubbell & Hudson Bistro~

Visit our Bistro for Hatch Chile inspired creations. Our Executive Chef Edel will be preparing several dishes, during the festival in the Bistro.

Hubbell & Hudson Holidays~

You can always rely on Hubbell & Hudson during the holidays. Keep an eye out for our upcoming Holiday catering menus and special events in the Bistro.

**HUBBELL
& HUDSON**

24 Waterway Avenue, The Woodlands, TX 77380
Phone: 281-203-5600

HISTORY OF HATCH

Hatch, New Mexico~

Hatch is a village in Doña Ana County, New Mexico. Hatch was originally settled as Santa Barbara in 1851, however Apache raids drove the farmers away until 1853 when the nearby Fort Thorn was established.¹ When Fort Thorn closed in 1860, the town had to be abandoned again.¹ It was not until 1875 that it was re-occupied and at that time it was re-named for Indian fighter Edward Hatch, who was then commander of the New Mexico Military District.²



Hatch Valley Agriculture~

Known worldwide for its bountiful chile crop, the Hatch Valley also grows onions, pecans, alfalfa, lettuce, cabbage, sweet potatoes, wheat, cotton and various experimental crops. The local farming supports a host of subsidiary industries, such as onion sheds and chile dehydrating plants.³

Young Guns Produce~

We are proud to announce that our Hatch Chiles come from Young Guns Produce in Hatch, New Mexico. Young Guns is a family owned company, established in 1992.

Chile Facts~

- ~ Chiles were first planted along the Rio Grande valley in the early 1600s by the Spanish.
- ~ One fresh medium-sized green chile pod has as much Vitamin C as six oranges.
- ~ One teaspoon of dried red chile powder has the daily requirement of Vitamin A.
- ~ Hot chile peppers burn calories by triggering a thermodynamic burn in the body, which speeds up the metabolism.
- ~ Capsaicinoid, the chemical that makes chile peppers hot, is used in muscle patches for sore and aching muscles.
- ~ The color extracted from very red chile pepper pods, oleoresin, is used in everything from lipstick to processed meats.
- ~ There are 26 known species of chile pepper, five of which are domesticated.⁴

1. Julian, Robert Hixson (1998) "Hatch" The place names of New Mexico (2nd ed.) University of New Mexico Press, Albuquerque, NM, p. 162, ISBN 0-8263-1688-3

2. Archuletta, Phil T. and Holden, Sharyl S. (2003) "Hatch" Traveling New Mexico: A Guide to the Historical and State Park Markers Sunstone Press, Santa Fe, NM, page 111, ISBN 0-86534-400-0

3. "Hatch Chile Festival" *Hatch Chile Festival*. 2009. July 2009. <www.hatchchilefest.com>

4. "Chile Facts" *Hatch Chile Festival*. 2009. July 2009. <http://www.hatchchilefest.com/chile_facts.php>

CHILE LINGO & LORE

Chile or Chili?~

Debates on the correct spelling are heated. Chile is the Spanish adaptation of chili, the Aztec name for the pod. Chili, at least in New Mexico, refers to Texas soup, prepared with diced or ground beef and chili powder (or both).

Chile Powder vs. Chili Powder~

Chile powder spelled with an "e" refers to pure ground, dried chile peppers. Chili powder spelled with an "i" is a powdered seasoning mix of dried chiles, garlic, oregano, cumin, coriander and cloves.

Red Chiles~

Green chiles that ripen on the vine turn red. The fresh pods are often "braided" into a ristra (a string of pods) and hung to sun dry. Once dried, they're either ground or crushed for seasonings and sauces.

Green Chiles~

Before green chiles are used in cooking, they're usually roasted in a wire mesh basket that rotates over a gas flame and then peeled. Green chiles are used in numerous recipes including relishes, sauces, stews and bread.

Capsaicin~

Capsaicin [kap-SAY-ih-sihn] is what gives chiles their bite (and subsequent addictive qualities). The substance is localized around the stems, inner membranes and seeds.

Hatch Chile Painkiller~

Dairy products like milk and yogurt – not water – dull the chile bite.

Hatch Chile "Flashes"~

Chile "flashes" or sweating at the brow may occur after eating a particularly "hot" chile-laced dish. Chile flashes are similar to hot flashes but they're self-induced and are gender non-specific.⁵



5. Conley, Sunny. "A Guide to Southern New Mexico Chile" *Southern New Mexico*. January 10, 2003. July 30, 2009. <<http://www.southernnewmexico.com/travel-guide/ofinterest/food/a-guide-to-southern-new-mexico-chile>> .

BUTCHER & SEAFOOD

Featuring All-Natural, Certified Angus Beef, Locally-Raised, Free-Range Poultry, Colorado Lamb & Berkshire Pork.

All meat in our Butcher Shop is hormone and antibiotic-free.

Hatch Chile Burger~

7.99/lb.

House-made with 100% certified angus, all-natural choice beef, fresh Hatch chiles and ready to be seasoned. Your taste buds will explode with the flavor and heat from the Hatch chiles!

Hatch Chile Stuffed Chicken Breast~

8.99/lb.

House-made with boneless, skinless, locally-raised, free-range chicken breast, stuffed with fresh Hatch chiles. Quick, easy and ready for the oven!

Hatch Chile Stuffed Peppers~

7.99/lb.

Choose from Hatch chile chorizo stuffed peppers or Hatch chile ground beef stuffed peppers. House-made with 100% certified angus, all-natural choice beef, all-natural Berkshire pork.

Hatch Chile Salmon Patties~

6.99/ea.

House-prepared, pre-seasoned, ground, fresh Atlantic salmon with fresh Hatch chiles. Add the delicious heat of Hatch chiles to the mild-to-moderate flavor of Atlantic Salmon and you have a winning combination!

Hatch Chile Stuffed Salmon Roast~

10.99/lb.

House-prepared, fresh Atlantic salmon stuffed with fresh Hatch chiles, giving the salmon roast a unique taste for any chile lover.

MARKET

Austin Slow Burn Hatch Jelly~

3.99/ea.

Made with fire roasted Hatch chiles. Excellent on cream cheese for a sweet and savory spread and dip. 6.3 oz.

Austin Spice Hatch Green Chile Salsa~

4.19/ea.

Under the clear desert night sky, the chiles are fire roasted with just the right touch of onions and spices. 12 oz.

Austin Slow Burn Hatch Chile Con Queso~

6.99/ea.

Creamy cheesy goodness with lots of fiery Hatch flavor. Available in three levels of heat. 12 oz.

Hubbell & Hudson Piñon Coffee~

12.99/lb.

We roast, in-house, our finest direct trade San Marcos coffee beans and add just the right amount of pine nuts towards the end of the roast. The result is a nutty, full flavor coffee with a creamy aroma.

Prices valid August 17 – September 7, 2010

— FRUITS & VEGETABLES —

Hatch Chile Peppers Mild, Medium & Hot~

.99/lb. unroasted • 1.49/lb. roasted

The Hatch chile is named in honor of a town in the southern part of New Mexico where they grow. These spunky chilies are most often eaten green as a vegetable. When picked green, it's called the long green Hatch chile. When ripe, this chile becomes the long red Hatch chile.

Organic Gala Apples~ 1.99/lb. (reg. 2.49/lb.)

Cross between Kidd's Orange Red and Golden Delicious. Mellow in flavor with a thin skin makes them perfect for eating.

Christopher's Jalapeño Lemonade~

2.99/pt. • 4.99/qt.

Made fresh every day with fresh Jalapeños and lemons.

— ARTISAN CHEESE —

Fresh Chevre with Roasted Hatch Chiles~

12.99/lb.

Small-batch fresh goat cheese mingles with our house-roasted Hatch chiles. The result is a creamy, mild spread with a touch of heat that is spectacular on a crusty baguette, or in quesadillas.

Roasted Hatch Chile Marinated Mozzarella~

12.99/lb.

Hand-made mozzarella marinated in olive oil, roasted Hatch chiles, crushed garlic, sea salt and cracked pepper. Has an amazing depth of flavor!

— HOUSEWARES —

Charcoal Companion Chili Pepper Grilling Rack~

13/ea.

Great for outdoor grilling. Shaped like a chili, this clever rack keeps chilies standing upright so the cheese doesn't melt out. Holds up to 18 jalapeño peppers.

— WINE DISTRICT —

PKNT Wines~

8.99/750 ml.

A fun brand from Chile, bursting with energy. Breaking all the traditional wine protocol, yet capturing the true Latin Soul of Chile, provoking sensations of adventure, passion and curiosity.

— BEER ALLEY —

Mikkeller Chipotle Porter~

13.99/6-pk.

Chocolaty, rich, malty porter with a complex structure of warming chili and notes of vanilla from bourbon barrels, makes this porter a very special. Made for Texans in Belgium.

— CHEF'S CASE —

Hatch Shrimp Quesadilla~

4.99/ea.

House-made fresh daily with shrimp, Hatch chile peppers, cheddar and provolone.

Roasted Hatch & Cilantro Pesto~

6.99/lb.

House-made fresh daily with roasted Hatch chile peppers, cilantro, toasted pecans, Hubbell & Hudson EVOO, parsley, cumin and garlic.

Hatch Risotto Cake~

4.99/ea.

House-made fresh daily with arborio rice, saffron, Hatch chile peppers, plugra butter, parmesan reggiano and saffron.

— BAKERY & PASTRY —

Hatch Chile Pretzel Rolls~

1.29/ea.

House-made daily fresh with Hatch chiles, yeast, all-natural unbleached, unbromated flour and canola oil. Topped with an egg wash and kosher salt.

Hatch Chile Asiago Bread~

4.29/ea.

House-made with fresh ingredients, roasted Hatch chiles, asiago cheese, whole wheat flour, bread flour, fresh yeast and sea salt.

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