

PAPPARDELLE'S™ *Pasta Giornale*

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Although it's not true, it sure feels like half the summer is gone once July 4th is past. We're incredibly busy at the plant on Jackson Street keeping up with your orders. From the number of faxes we get in each week, it looks like this is shaping up to be the best season yet for Pappardelle's Farmers' Market Vendors!

Request:

Several of our new vendors have asked me what others are give as "vendor discounts" at the marketplace. If you offer your fellow vendors at the market a discount, can you please let me know so that I can pass on the information to everyone? Thanks!

Featured Product

Ravioli

No one seems to know the exact year that ravioli was invented, or even who or which region invented it first. However, we do know that Ancient and Medieval pasta dishes were both savory (made with meat, pepper, onion, saffron) and sweet (made with honey, nuts, and soft cheeses). According to the food historians, ravioli and stuffed pastas are a Medieval invention. In European/Christian cultures they were often served with cheese during Christian Lent and other meat-abstaining days.

We started making ravioli at Pappardelle's in the mid-1980s. The original owners, David Bowen and Bill Curtis, were just beginning to research and test ravioli when an order came in from the chef at the Cheyenne Mountain Inn near Colorado Springs requesting 3,500 pieces of a chocolate dessert ravioli. They had never before made ravioli for any of their restaurants, had no chocolate dessert ravioli recipe, nor any special equipment for making ravioli in that quantity. But, that never stopped Bill and David! With the use of lots of rolling pins and hand held pastry fillers, the help of David's mom and dad and several sleepless nights, Bill proudly fulfilled their first ravioli order that next week. The chef and wedding guests were delighted and a new chapter began for Pappardelle's.

Making the ravioli required rolling the dough out by hand five times and filling each ravioli by hand with a pastry bag. Finally, after quite a few more orders for ravioli, they decided in 1988 to purchase their first ravioli machine. After this purchase they began developing the unique and flavorful ravioli that are still made today.

One of my favorite ways to prepare the ravioli is to sauté and serve as an appetizer. Parboil for approximately 3-5 minutes, drain and rinse gently with cool water. Place ravioli in a shallow bowl and lightly cover with olive oil. In a nonstick skillet add approximately two tablespoons of olive oil, when warm add ravioli. Sauté on each side until golden and crisp. Place two pieces over a small dollop of sauce on a small plate. Serve immediately.

Another great serving idea is baked ravioli, which I tell people is similar to lasagne, just a lot easier!

New recipes attached: *Baked Ravioli* and *Saucy, Spicy Southwestern Blend Pasta with Black Beans and Cotija Cheese*

Don't forget: tell your customers to find us on the web or call our 800# to order more products if they can't make it to the market. You will receive either 15% cash or 20% product credit on all gross sales.

Tips of the Trade from Other Vendors

Mike Moller and Patti Ingle in Atlanta frequently offer their customers a special of the week. The special is prefaced by an amusing tag line. For example, the week after the bride in Duluth, Georgia ran away from her wedding they ran the following special:

"Runaway Bride Special: Red Jalapeno -- this pasta is guaranteed to warm any cold feet!"

Did You Know?

That top-quality pasta is made from durum wheat. According to the North Dakota Agricultural Statistics Service, about 73 percent of the durum wheat grown in the U.S. is actually grown in North Dakota. American-grown durum wheat is considered among the best in the world and the pick of the crop is earmarked for domestic use ensuring a finished pasta product second to none in the world.

Source: National Pasta Association

And, did you also know that we at Pappardelle's took great care in finding the best source of durum wheat in the country, and that it comes from the North Dakota Mill, a very unique mill in the heart of North Dakota that has been producing the nation's best durum semolina since 1922.

Food for Thought

"A significant part of the pleasure of eating is in one's accurate consciousness of the lives and the world from which the food comes."

Wendell Berry

Mange!

Annie
