

ON PROMOTION

The happy sandwich

National Peanut Butter and Jam Day is celebrated annually on 2 April. This food holiday is a classic favourite of many.

Peanut butter was considered a delicacy in the early 1900s and was only served in New York City's finest tearooms. In a May 1896 article published in the Good Housekeeping magazine, a recipe "urged homemakers to use a meat grinder to make peanut butter and spread the result on bread". That same year, in June, the culinary magazine Table Talk published a "peanut butter sandwich recipe".

It is thought that the first reference of peanut butter paired with jam on bread to be published in the United States, was by Julia Davis Chandler in 1901. In the late 1920s the price of peanut butter declined and the sandwich became very popular with children.

According to the Peanut Board, both peanut butter and jam were part of the United States soldiers military ration list during World War II.

In 1968, The J.M. Smucker Co. introduced Goober, a jarred product that combined alternating vertical stripes of peanut butter and jam.

It may be a good day to try something "outside the box". Following are a few ideas to help you out!

- Peanut Butter and Jam Cupcakes
- Peanut Butter and Jam French Toast
- Peanut Butter and Jam Pie
- Peanut Butter and Jam Cookies
- Peanut Butter and Jam Donuts
- Peanut Butter and Jam Pancakes
- Peanut Butter and Jam Fudge



All hail mushrooms

Who knew there was a holiday dedicated to fungi? 16 April is Day of the Mushroom in select foodie circles (pretty much any group that loves food-centric holidays and can't get enough mushrooms) so we've got a list of different types of mushrooms for you to forage and find ways to include in your vegan menus.

- **White button** – the most familiar of fungi, these mushrooms have a mild flavour that intensifies when cooked.
- **Brown cremini** – related to the white button, these mushrooms are darker in colour and denser in flavour.
- **Portobello** – a perfect vegan substitute for animal-based burgers, portobellos have a meaty flavour and texture.
- **Shiitake** – these wild mushrooms have frilly umbrella caps and a meaty texture when cooked.
- **Oyster** – considered the most graceful of the mushrooms, oyster mushrooms have

fluted caps, a velvety texture and a mild flavour.

- **Enoki** – these tiny-capped mushrooms that grow in clusters and have fragile, long stems, are best eaten raw as a garnish for salads, soups or Asian-inspired dishes.
- **Porcini** – these fungi are one of the most sought-after wild mushrooms, boasting a meaty texture and lovely flavour.
- **Chanterelle** – these flavourful mushrooms are frilly and lily-shaped and have a unique flavour with hints of apricot and almond.
- **Morel** – available in yellow and black varieties, morels are characterised by nutty, earthy flavours with honeycomb crevices that are perfect for sauces.
- **Truffle** – ah, truffles, the most expensive mushroom, possess a powerful flavour, a little of which goes a long way. (We love truffle olive oils because they lend truffle scent and flavour sans the steep price.)



MAY 2018 PROMOTIONAL CALENDAR

1 MAY	International Humus
Public Holiday:	Day
Workers Day	Apple Pie Day
4 MAY	15 MAY
Orange Juice Day	Chocolate Chip
6 MAY	Cookie Day
International No	19 MAY
Diet Day	World Baking Day
7 MAY	21 MAY
Roast Leg of Lamb	World Whisky Day
Day	25 MAY
11 MAY	Africa Day
Eat what you want	Wine Day
day	28 MAY
13 MAY	International
Mother's Day	Hamburger Day