

# Braswell's

SELECT



2013 Buyers Guide

Easy · Elegant · Entertaining





## Over 65 years of Exceeding Expectations

In 1946, young Albert Braswell returned from World War II with a GI Bill and no job. Using his mom's recipe, he began selling pear preserves out of the back of his truck. Sixty-seven years later, Braswell Food Company has grown into a true Southern tradition and one of the country's largest producers of specialty preserves, dressings, and condiments. All of our products are made in small batches, using only the finest all natural ingredients available.

Braswell's believes strongly in using packaging that is not only beautiful, but reusable and friendly to our environment as well. Preserves in European drinking glasses, dressings in Italian inspired wine carafes – it's a perfect combination of practicality, functionality and great taste. Braswell's products have received numerous awards, including several NASFT sofi™ awards for product and packaging excellence.

## Welcome to Braswell's

Our mission at Braswell's has always been to provide outstanding gourmet foods that give at-home cooks the opportunity to create restaurant quality appetizers, entrees and desserts affordably, in the comfort of their own homes.

We use only the finest quality ingredients and make every effort to source those that are grown as close to home as possible. Simple ingredients, mixed together with care and expertise, is a direct result of the more than sixty-five years of experience that Braswell's enjoys. We go to great lengths to create and use distinctive packaging that is not only beautiful in design, but practical because it's reusable.

We hope that this Buyer's Guide shows you all of the care, attention to detail and commitment to excellence that goes into making each and every product. Thank you for your interest in Braswell Food Company and we look forward to providing you with the best foods that we can make and a level of service that is beyond comparison.

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## What's being said about Braswell's!

"Braswell's Select Fig Preserves -  
Best of the South!"

***Southern Living Magazine***

"Braswell's has been pleasing Southern  
palates since 1946."

***Taste of the South Magazine***

*Braswell's Select...Not only is it recyclable,  
it's reusable. It's better for the  
environment to have it in glass."*

***Chef Sara Moulton, Good Morning America***

*"The company's all-natural line of salad  
dressings come in perfectly Southern flavors,  
such as Vidalia Onion & Summer Tomato  
and Peach Vanilla. The attractive bottles  
have one brilliant feature: They're reusable!"*

***Fancy Food & Culinary Products Magazine***







# Old Fashioned Quality Packaged in Old Fashioned Glassware.

Mr. Braswell founded our company in 1946 with a harvest of local pears, a tote of figs from his W/WII buddy in California and his mom's recipes for her famous preserves, jams, jellies, fruit butters and marmalades. More than six decades later, we have kept our homemade quality while expanding our extensive product line. We're proud to be using our trademarked 13 oz. Old Fashioned Glass that can be enjoyed for years after the delicious preserves are gone. It's elegant, friendly to the earth and the preserves always taste just as good as you remember.

**Braswell's Select Preserves, Jams, Jellies, Marmalades and Fruit Butters are Gluten Free.**

## Preserves, Jams, Jellies, Fruit Butter and Marmalades



Key Lime  
Marmalade  
Item #2007 Net Wt. 12.5 oz



Orange  
Marmalade  
Item #2004 Net Wt. 12.5 oz.



Peach Apricot  
Preserves  
Item #2038 Net Wt. 13 oz.



Peach  
Butter  
Item #2009 Net Wt. 12.5 oz.



Pear  
Preserves  
Item #2053 Net Wt. 13 oz.



Pumpkin  
Butter  
Item #2005 Net Wt. 12.5 oz.



Raspberry Pomegranate  
Preserves  
Item #2066 Net Wt. 13 oz.



Red  
Pepper Jelly  
Item #2002 Net Wt. 13 oz.



Apple  
Butter  
Item #2008 Net Wt. 12.5 oz.



Balsamic Sweet  
Onion Jam  
Item #2035 Net Wt. 13 oz.



Blackberry  
Butter  
Item #2231 Net Wt. 12.5 oz.



Blueberry  
Preserves  
Item #2037 Net Wt. 13 oz.



Red Raspberry  
Preserves  
Item #2055 Net Wt. 13 oz.



Rhubarb Ginger  
Preserves  
Item #2040 Net Wt. 13 oz.



Seedless Black  
Raspberry Preserve  
Item #2060 Net Wt. 13 oz.



Spiced Apple  
Preserves  
Item #2070 Net Wt. 13 oz.



Boysenberry  
Preserves  
Item #2051 Net Wt. 13 oz.



Cranberry  
Preserves  
Item #2003 Net Wt. 13 oz.



Fig  
Preserves  
Item #2050 Net Wt. 13 oz.



Honey  
Mustard Dip  
Item #2073 Net Wt. 12 oz.



Strawberry  
Preserves  
Item #2080 Net Wt. 13 oz.



Sweet  
Potato Butter  
Item #2044 Net Wt. 12.5 oz.



Tart Cherry  
Preserves  
Item #2045 Net Wt. 13 oz.



Triple Berry  
Preserves  
Item #2077 Net Wt. 13 oz.





## Preserves, Jams in 11 oz. Footed Glassware

We searched long and far for this beautiful footed juice glass before finding it in Europe, where it has been used as a condiment container for generations. Ours has a beautiful shape and demure profile that makes it a perfect container for our favorite preserves, jams, honeys, mustards and relishes.



## Artisan Honeys in 12.5 oz. Footed Glassware

## Preserves and Jams in 15 oz. Highball Glassware

We discovered this 15 oz. highball glass in France and immediately knew that it would be a perfect big brother to our 13 oz. Old Fashioned Glass. From that morning taste of ice cold milk to the nightcap that sends you smiling to bed, you will find many perfect uses for this glass once the delicious preserves and jams are gone.







## Why reusable carafes?

Braswell's is committed to providing our customers with great tasting, all-natural products that are packaged in a manner that combines beauty with earth friendliness. Braswell's Carafe Dressings are a collection of six unique recipes, like Vidalia® Onion Peppercorn, Extra Virgin Italian and Peach Vanilla – that use iconic Italian inspired glass serving carafes as containers. Our Carafe Dressings are ready to serve on any table and have the added value of being used again and again as a container, decorative accessory or any way that your imagination sees fit! Recycling is great, but reusing is even better, especially when it's done with taste and style.

REUSE • REDUCE • RECYCLE

## Carafe Dressings



Balsamic Herb  
Vinaigrette  
Item #2900



Peach Vanilla  
Dressing  
Item #2906



Raspberry  
Vinaigrette  
Item #2909



Vidalia® Onion  
Peppercorn  
Dressing  
Item #2912



Vidalia® Onion  
Summer Tomato  
Dressing  
Item #2915



Extra  
Virgin Italian  
Dressing  
Item #2917

## Carafe Companions™



Italian Mix  
Net Wt. .67 oz.  
Item #2934



Basil Vinaigrette Mix  
Net Wt. .78 oz.  
Item #2932



Ranch Mix  
Net Wt. .41 oz.  
Item #2936

Our Carafe Companions™ are a collection of three all-natural Salad Dressing & Recipe Mixes that provide the perfect way to reuse our carafe containers. The packets feature beautiful designs and have creative recipe ideas for each flavor printed on the back.



### Vidalia® Onion Peppercorn Coleslaw with Cranberries

Combine 1 lb. bag of shredded cabbage, ½ cup shredded carrots, ½ cup cranberries, ½ cup slivered almonds, and 1 ½ cups Braswell's Vidalia® Onion Peppercorn Dressing. Chill for at least two hours before serving.

Call Toll Free 800.673.9388

www.braswells.com





## Wine Sauces

Perfectly packaged in our reusable wine carafe, these top shelf sauces are the secret ingredients to keep on hand for whenever you want to bring that fine dining experience home in your kitchen. Braswell's Cabernet, Merlot and Pinot Noir dress your beef like never before while our Peach Marsala and Port Plum are perfect as finishing sauces for pork and poultry.



Cabernet  
Steak Sauce  
Item #2885 12 fl.oz.



Merlot Wine  
Steak Sauce  
Item #2888 12 fl.oz.



Peach Marsala  
Grilling Sauce  
Item #2891 12 fl.oz.



Pinot Noir  
Steak Sauce  
Item #2894 12 fl.oz.



Port Plum  
Grilling Sauce  
Item #2897 12 fl.oz.

## Mustards and Relishes

Braswell's has been known for years for its tangy recipe mustards made with whole grain or Dijon mustard and infused with strong ingredients boldly taking them to the next level - Hot Hot Horseradish, Champagne Dill and our soft™ Award Winning Smoky Chipotle Mustard. We round out the line with some hometown favorites that we've been making since the 1940's - Pepper Relish and Vidalia® Onion Relish, made with the sweet onions that grow only in this special region. We package our mustards and relishes in reusable juice glasses that will be reused and enjoyed for years after the condiments are gone.



Champagne Dill  
Mustard  
Item #2370.6 Net Wt. 9 oz.



Hot Horseradish  
Mustard  
Item #2372.6 Net Wt. 9 oz.



Smoky Chipotle  
Mustard  
Item #2374.6 Net Wt. 9 oz.



Vidalia® Onion  
Relish  
Item #2378.6 Net Wt. 9.5 oz



Sweet Pepper  
Relish  
Item #2376.6 Net Wt. 10 oz



soft™ Award Winning  
Smoky Chipotle Mustard



# Select Seafood Collection

No matter where you live, Braswell's Select Seafood Collection gives you the sauces, seasonings, marinades and glazes needed to prepare meals and appetizers that taste like they were ordered off of a fine dining menu in the islands. Seafood is Hot! More people than ever are buying expensive cuts of fish, premium fresh shrimp and crab. Braswell's Select is the only collection of chef inspired accompaniments that help home cooks prepare their seafood with ultimate taste and style.



Caesar Swordfish  
Marinade  
Item #0599SC  
12 fl. oz.



Cherry Balsamic  
Grilling Sauce  
Item #0465SC  
12 fl. oz.



Citrus Pineapple  
Seafood Marinade  
Item #0500SC  
12 fl. oz.



Coastal  
Ketchup  
Item #0447SC  
12 fl. oz.



Creamy Cucumber  
Crab Cake Sauce  
Item #1880SC  
12 fl. oz.



Fish Taco  
Marinade  
Item #0411SC  
12 fl. oz.



Ginger Teriyaki  
Shrimp Sautee  
Item #0451SC  
12 fl. oz.



Key Lime  
Seafood Marinade  
Item #1635SC  
12 fl. oz.



Orange Chipotle  
Salmon Sauce  
Item #4290SC  
12 fl. oz.



Roasted Garlic  
Marinade (Organic)  
Item #0966SC  
12 fl. oz.



Sesame Ginger  
Marinade (Organic)  
Item #0970SC  
12 fl. oz.



Shanghai Honey  
Grilling Sauce  
Item #0414SC  
12 fl. oz.



Sweet Bourbon  
Swordfish Glaze  
Item #1669SC  
12 fl. oz.



Sweet Honey  
Dijon Marinade  
Item #0401SC  
12 fl. oz.



Tangerine Honey  
Grilling Glaze  
Item #0412SC  
12 fl. oz.



Tangy Lemon  
Caper Sauce  
Item #1720SC  
12 fl. oz.



Tartar  
Sauce  
Item #0449SC  
12 fl. oz.



Tuna Steak  
Marinade  
Item #0402SC  
12 fl. oz.



## Seafood Sauces, Seasonings & Dips



Seafood Mango  
Salsa  
Item #0532SC  
Net Wt. 9.5 oz.



Blackened  
Seafood  
Seasoning  
Item #4165SC  
Net Wt. 6.25 oz.



Savory Salmon  
Seasoning  
Item #4171SC  
Net Wt. 7.25 oz.



Fin-N-Fish  
Seasoning  
Item #4161SC  
Net Wt. 6.25 oz.



Jamaican Jerk  
Seasoning  
Item #4163SC  
Net Wt. 5.75 oz.



Seafood Tomato  
Pasta Sauce  
Item #1025SC  
Net Wt. 16 oz.



Good & Evil  
Hot Sauce  
Item #0562SC  
5 fl. oz.



Creamy  
Horseradish  
Seafood Dip  
Item #1153SC  
Net Wt. 8 oz.



Seafood Cocktail  
Sauce  
Item #1147SC  
Net Wt. 8.5 oz.



Seafood Remoulade Dip  
Item #1154SC  
Net Wt. 8 oz.





## Dipping Dishes



Honey Mustard  
Dipping Sauce  
Item #1140 Net Wt. 9 oz.



Raspberry Honey Mustard  
Dipping Sauce  
Item #1143 Net Wt. 9 oz.



Onion Blossom Horseradish  
Dipping Sauce  
Item #1153 Net Wt. 8 oz.



Seafood Cocktail Sauce  
Item #1147 Net Wt. 8.5 oz.



Roasted Garlic Salsa  
Item #1130 Net Wt. 8 oz.



Artichoke Caper Tapenade  
Item #1126 Net Wt. 8 oz.

### Vidalia® Onion Tomato Cocktail Party Meatballs

#### Directions:

Pour contents of one 1 lb. bag of frozen meatballs into crockpot and set on high heat. Add one 9 oz. carafe or 12 oz. bottle of Braswell's Vidalia® Onion Summer Tomato Dressing, stir and cover until thoroughly heated. Turn crockpot setting to warm for serving.



### Ginger Peach Chicken Breasts

#### Ingredients:

4 (5 oz.) boneless skinless chicken breasts  
2/3 cup Braswell's Select Peach Apricot Preserves  
1/3 cup Braswell's Jalapeno Mustard  
1/4 cup low sodium chicken stock  
1 tbsp. grated peeled ginger root or 1 tsp. ground ginger

#### Directions:

HEAT a large nonstick skillet coated with cooking spray over medium-high heat. Cook chicken about 5 minutes per side until browned and cooked through. Remove to plate; cover with foil and keep warm. STIR remaining ingredients into skillet. Boil about 5 min. until slightly thickened. ADD chicken to skillet. Heat through.



### Red Pepper Jelly and your favorite cracker!

Simply pour Red Pepper Jelly or Balsamic Sweet Onion Jam over a block of cream cheese or Brie and spread over your favorite crackers.

It's smart to always keep a couple of jars in the pantry so you're always ready to entertain!





Finally, a refreshing solution to “throw-away” beverage containers. Braswell’s All Natural and Organic Ready-to-Drink teas are lightly sweetened and delicately infused with pure fruit flavor.

Sara Moulton, *Good Morning America*’s Chef, selected our Braswell’s Select Teas from more than 180,000 products and named them a “Must Buy”.



Braswell's Select All-Natural Teas

Braswell's Select Organic Teas



Blueberry Black Tea  
Item #919 11 fluid oz.

Watermelon Raspberry White Tea  
Item #918 11 fluid oz.

Pomegranate Passion Red Tea  
Item #916 11 fluid oz.

Vanilla Chai Tea  
Item #917 11 fluid oz.

Pomegranate Blackberry Tea  
Item #983 11 fluid oz.

Wildberry White Tea  
Item #985 11 fluid oz.

Peach Pomegranate Green Tea  
Item #982 11 fluid oz.

Raspberry Red Tea  
Item #984 11 fluid oz.

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## Braswell's Select Flavor Mixes



Blackberry  
Flavoring Mix  
Item #2120

Cinnamon  
Flavoring Mix  
Item #2122

Peach  
Flavoring Mix  
Item #2124

Praline  
Flavoring Mix  
Item #2126

Raspberry  
Flavoring Mix  
Item #2128

Pumpkin Spice  
Flavoring Mix  
Item #2130

## What are Braswell's Select Flavoring Mixes?

Our Flavoring Mixes are the perfect way to add an amazing layer of flavor to everything from beverages, baked goods, vegetable and desserts. The mixes are simple syrups that give anyone who loves to cook or entertain countless ways to add a signature finishing touch to all of their culinary creations. Each bottle features several recipes and ideas, but your imagination will probably be your best source of inspiration!



### Flavoring Mix Suggested Uses:

- Use Praline, Cinnamon and Pumpkin Spice Mixes in coffee or tea for coffeehouse style beverages at home.
- Add Peach, Raspberry or Blackberry Mixes to Lemonade or Tea for extra refreshing beverages.
- Cocktails anyone? Think Praline White Russian, Fruity Cosmos, or peach Margaritas!
- Mix into whipped cream or cream cheese for easy dessert toppers or dips.
- Use your favorite Mix in any baking recipe to add a welcome burst of flavor!

### Fruity Lemonade or Tea

Simply add ½ cup of Raspberry, Peach or Blackberry Flavoring Mix to a half gallon of lemonade or brewed tea. Mix and pour over ice. Add vodka for a refreshing cocktail.

### Warm Cinnamon Holiday Punch

Pour 1/2 gallon apple juice into an electric coffee urn or crock pot. Add 1/2 cup Braswell's Select Cinnamon or Praline Flavoring Mix. Stir and heat. (Spirits can be added: rum, bourbon, wine or apple schnapps.)

## Customer Service Information

### To Place an Order

Our Customer Service Department can be reached at (800) 673-9388 from 830 a.m. to 500 p.m. EST. Monday through Friday. Orders may be faxed 24 hours a day to (912) 489-1572 or emailed to [customerservice@braswells.com](mailto:customerservice@braswells.com). Sorry, we do not split cases.

### Terms of Sale

Terms may be established by completing a Braswell's credit application. Terms are granted based on past credit history, length of time in business, and any history with Braswell Food Company. We also accept Visa, American Express, Discover or Master Card. Orders may also be prepaid with a money order, cashier's check or company check. A \$25.00 charge will be applied for all returned checks. Braswell

Foods reserves the right to hold any order if there is an unpaid balance. Accounts with a delinquent balance will be re-evaluated and may revert to prepaid orders status. Please allow 1-3 business days (after receipt) for payments to post.

### Free/Discounted Shipping Program

Free shipping when ordering at least 360 units (thirty 12-pack cases or sixty 6-pack cases, or combination of two case packs to reach 360 units). Braswell's will pay 50% of the freight when ordering 120 - 354 units.

### Product Samples

We love sampling! Upon request, Braswell's provides one free sample case (12 units) with a qualifying order of 360 units or more.



# Braswell's<sup>®</sup>

SELECT



Braswell Food Company  
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