



Johnson's Garden Talk

Lawn and garden information for the friends and customers of Johnson's Garden Centers

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September 2006



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Chile Peppers Down The Hatch

Carolyn Utter, Editor & Johnson's Marketing Director

Adobe buildings, turquoise jewelry, Indian pueblos—and scenery that ranges from a desolate desert to lush mountains punctuated with afternoon showers. That's briefly how I spent my summer vacation in the Enchanted Circle and Santa Fe regions of New Mexico!

New Mexico has a lot to offer visitors with its beautiful scenery and rich, ancient past. One of its more recent claims to fame is Hatch, N.M., which is located on its southern border just north of Mexico.

As the self-proclaimed "Chile Capital of the World," Hatch produces countless bushels of fresh green chile peppers each year. And as soon as the harvest is ready in mid August, roasters all over the state start tossing and turning the peppers on an open flame. You don't even need to see the roasters to know it's chile pepper time. The aroma travels far and wide and it'll knock your socks off!

Visitors to New Mexico often return every year just to secure their supply of delicious roasted green chile from Hatch. That's why we started roasting Hatch Green Chile at Johnson's ... so Marty and Jeremy could get their stash closer to home! Not really though. We just want to bring the chile closer to YOU.

"Chileheads" are addicted and don't need a whole lot of guidance when it comes to using roasted green chile. It ends up on just about every food item they prepare! Those of us who are a little less experienced might need some help, though. That's why we put together a nifty little green chile cookbook. It includes information about how to prepare and preserve your roasted chile plus it includes 38 green chile recipes and valuable coupons! For the paltry sum of \$2.00 it's a real bargain.

Hatch Green Chile is roasting NOW at Johnson's. It will continue as long as the supply of fresh green chile peppers lasts, usually until late September, sometimes into early October. Make sure you don't miss out this year, whether you plan to purchase a Sampler Sack (\$5.98), Half Bushel (\$24.98) or Large Sack (\$39.98). Whatever you don't use right away is easily stored frozen so you can enjoy your chile all year long!

Peppers are available in mild, medium and hot. There is also a limited supply each year of extra-hot so if that is your addiction, you'd better shop early.

You should also try our new Twisted Pepper Co. salsas, dips, seasonings and soup mix. You can add your favorite heat level of green chile to each of these fine products for a pepper kick that perfectly suits your taste. ■

Chile Addiction?

Although it is not an addiction in the truest sense of the word ... chileheads do crave partaking of their daily "fix" at the dinner table (breakfast and lunch, too).

This "addiction" might best be explained by a release of endorphins into the body as a response to the pain in your mouth caused by capsaicin in the peppers. Capsaicin is what makes peppers taste hot and is concentrated in the veins and seeds but is also present to a lesser degree in the pepper's flesh. Capsaicin stimulates your nerve endings making your brain "think" you are in pain and responds by releasing endorphins. A mild euphoria results making peppers mildly addictive because of this hot-pepper "high."