

Sugar, Pumpkin Spice & Everything Nice



Why We're Pumpkin Spice Crazy!

Pumpkin spice is now a staple flavor featured in the fall at coffee shops nationwide. Not only is it our favorite fall latte flavor, but more recently it's expanding to candles, cookies and more. This got us thinking—what is it about pumpkin spice that makes our hearts go pitter patter?

According to an article on Live Science.com the answer has to do with nostalgia, marketing, and the sweetness that is paired with the spice. They interviewed Catherine Franssen, assistant professor of biopsychology and director of neurostudies at Longwood University in Virginia. She writes "Pumpkin spice is usually a blend of cinnamon, nutmeg, cloves and ginger, with allspice, cardamom and lemon peel occasionally added. (There is nothing "seasonal" about any of these ingredients—nor is there any actual pumpkin typically included.) The spices found in "pumpkin spice" may not be seasonal... but pumpkin IS! And now that we have discovered this glorious marrying of flavors, how can we ignore it? The sweet earthy flavor that pumpkin brings, marries so well with cinnamon, nutmeg, cloves and ginger. It's like they were meant to be together! Add a little sugar and we can see why these flavors have become part of our fall tradition. Many families eat pumpkin pie and other similarly spiced treats in the fall and it's understandable that we've come to associate these smells with the fall holidays. Catherine Franssen writes, "That smell association then taps into our sense of nostalgia. For instance, the sweet smell of pumpkin spice might remind us of times we helped grandma bake pumpkin pie during Thanksgiving." Celebrating year after year with these flavors, ties the memories and the flavors together.

I think we can all agree that fall brings us nostalgic feelings! After the summer heat we look forward to gathering with family for the holidays. The cool wind blows beautifully colored leaves, and we snuggle up in a sweater. We dream of getting cozy around a fire, carving pumpkins, picking apples, and (add another to the list) sipping a pumpkin spice latte !?! Ahhh... We are hooked! As we sip we are transported into sweet memories past. PSL anyone?



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THE
Peacock Periodical
fall 2020

Serving Up Some GRATITUDE



Meet Our Production Team

Business cards, letterhead and envelope, t-shirts, it's how we serve you at Peacock Print & Marketing! So, just how does vision become reality? Our production team!



Meet Daniel, he has been with Peacock for 2 years. Dan is the man for our screen printing, offset printing and finishing of our printed items. He delivers quality!



Meet Billy, he's our production manager and digital pressman. He has been with Peacock Print & Marketing for over 13 years! He's our go to guy for getting things done. He will stop at nothing to deliver our customers quality products in a timely manner.

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IT'S WHAT'S INSIDE

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Finding Gratitude

LOCAL STORIES

We're All in this Together

MARK SMITH

Never before have I seen a film which displayed a truer fly fishermen than in Robert Redford's 1992 film *A River Runs Through It*. If you haven't seen the film, I highly recommend it.

There is a specific scene in which the father takes his two sons: Norman and Paul (both are probably in their twenties) trout fishing on the Big Blackfoot River in Montana. The youngest brother Paul (who is played by Brad Pitt) seems to be on a mission all of his own. As Paul wades deeper and deeper into the water, his father and brother watch in wonder as he attempts to land a massive rainbow trout. He hooks a fish and the battle is on ... Paul wades deeper and deeper until finally he is beginning to be washed down the fast-flowing current of the mighty river, trying to hang on to his catch. As his father and brother watch, they begin to get concerned as Paul can hardly keep his head above water.

For many of us, Business in 2020 has been a lot like this scene from *A River Runs Through It*; crisis management, face masks, hand sanitizer, mandatory business shutdowns, quarantines, uncertainty, and the list could go on and on. Not to mention, we are dealing with

struggles in our personal lives, and with family and friends. Our lives have certainly changed and right now nothing seems the same.

In the film, during a moment of suspense, Paul's fly rod finally emerges from the water. He eventually finds his footing and brings his catch to shore looking as proud as ever. Paul lives to fish another day.

In our scenario, many economists projected a V shape recovery (meaning a quick economic crash and a quick recovery), but it is turning out to be more of a U shape (quick to fall and a not so quick recovery). Whatever the case, we will come out on the other side.

Here are some things I want our customers to know:

1. I want you to know we are here for you.
2. I want you to know that it is our pleasure to serve you and we have an amazing team that will work very hard to fulfill your business needs.
3. Finally, I want you to know how thankful we are for you—our customers and our friends. We pray the best for your business, your families, and your team in the weeks and months ahead.

Gratitude means thanks and appreciation... Gratitude, which rhymes with "attitude," comes from the Latin word *gratus*, which means "thankful, pleasing." When you feel gratitude, you're pleased by what someone did for you and also pleased by the results.

Seeing the Positives in 2020

CARRIE SMITH

In spite of the many challenges in 2020, there are plenty of positive changes I have personally realized and experienced.

Maybe you have experienced these as well.

A THANKFUL FEELING FOR . . .

- The life God has given me (Life is a vapor)
- A new appreciation for the people in my life
- More time to visit with extended family and friends outside in the fresh air and sunshine
- A deeper gratitude for our customers
- More time for prayer
- More opportunities to help others
- Time to relax and be creative
- Understanding that home is a place of serenity
- A keener sense of budgeting
- The realization that I don't need all of the things I think I need
- A new appreciation for simple things like hand soap and smiling faces
- God's beauty



FALL FUN

Marlow's Pumpkin Patch 14003 N Harmony Ln, Opdyke, IL 62872 (618) 244-7129

Marlow's Pumpkin Patch is a fun, family-oriented business. They offer many activities such as a corn maze, haunted house, and pirate ship hay ride, in addition to a large selection of fall produce. They have space available for birthday parties, field trips, and other events. During weekends, Marlow's often hosts different vendors that sell a variety of things, like homemade ice cream, kettle corn, and decorated gourds. They would love for you to come visit!

Eckert's Belleville - 951 S. Green Mount Road Belleville, IL 62220 | (618)233-0513

Millstadt - 2719 Eckert Orchard Ln, Millstadt, IL 62260 | (800)745-0513

Escape to the country and have the time of your life at Eckert's Millstadt Fun Farm. Visiting their working farm is a wonderful way to relax, relieve stress and get back to nature. Belleville offers fruit and pumpkin picking, hay rides, live music events, restaurant, greenhouse & more. Millstadt offers apple and pumpkin picking, food, ice cream, piglet races, & more.

*Subject to change due to Covid-19, call or see website for current offerings



Savor the Flavor Recipes

THE PERFECT THANKSGIVING TURKEY

It's all in the brine! If you want a super tender and juicy turkey, give your bird a salt brine bath the night before you roast it.

You will need:

1½ cup kosher salt

3 onions

4+ stalks of celery (leaves are ok)

6 garlic cloves

Carrots or other veggies if desired (2 cups chopped)

3-4 Tb olive oil or melted butter

1 cup dry white wine or chicken stock

Spices: 1 Tb thyme, 1 bay leaf, 2 Tb. Sage, 1 Tb garlic powder, pepper to taste

1 whole, raw, defrosted turkey

Directions: Note the weight of your bird, for roasting time.

About 12 hours before you roast your bird; rinse and remove giblets etc. from turkey cavity. Rub 1½ cup kosher salt all over the surface of your bird, inside and out. Place turkey inside of a roasting bag, cover with water and tie up to seal. You may add a few cloves of fresh garlic or any herbs desired to marinate with the salt brine. Place in a large pot or in roasting pan, in case bag leaks a bit. Refrigerate overnight.

Right before you are ready to bake your turkey, rinse the bird thoroughly inside and out (about 3 minutes)! Make sure to get all remaining salt off of the bird or it will be too salty!

Preheat oven to 350*

Chop onion and celery (any other veggies if desired) and toss in a bowl with approx. 3-4 Tbsp olive oil or melted butter and season with the (measured above) pepper, garlic, bay leaf, sage, thyme. DO NOT add salt.

Stuff the cavity with the onion and celery mix.

Place turkey on a rack in a roasting pan, you may fill the bottom of the pan with extra onion and celery mix. Pour white wine or chicken stock over turkey and veggies.

Rub additional olive oil (or butter) generously on the outside of the turkey, and season with same herbs and spices. Be generous! You may add desired amount. Bake uncovered for around 3-4 hours (see your turkey's weight and follow recommendations for cooking time from the tag).

Bake until internal temp reaches 180° check in deepest part of the bird.

*You may add small amount of water to veggies in bottom of the pan if they look dry or are browning too much. If turkey is browning too much on top. Place aluminum foil over the top, do not tightly seal.

When fully cooked, remove turkey from oven and allow to cool for about 20 minutes before carving, this will keep the juices in. Carve turkey and add pieces into the roasting pan, with the broth and juices. Let marinate for a few minutes before serving. You may also carve and eat off the bone, it will be super tender and NO bag is needed. The salt does all the work by tenderizing the meat. Enjoy! *If using broth for gravy, do not add salt.

PUMPKIN PIE BARS

You will need:

1 ⅓ cup flour

½ cup firmly packed brown sugar

¾ cup granulated sugar, divided

1 ½ sticks of cold butter (¾ cup)

1 cup old fashioned or quick cooking oats uncooked

½ cup chopped pecans

1 8oz. pkg. cream cheese, softened.

3 eggs

1 can (15 oz) pumpkin

1 Tbsp. pumpkin pie spice

Directions: Preheat oven to 350* Grease a 13x9" baking pan with butter and line with 2 sheets parchment paper, butter the parchment paper (and in between). Allow extra to hang over the sides to easily lift out.

Mix flour, brown sugar and ¼ cup of granulated sugar in a medium bowl; cut in butter with pastry cutter or 2 knives until mixture resembles coarse crumbs. Stir in oats and pecans. Reserve 1 cup of the oat mixture; press remaining mixture onto the bottom of the pan. Bake 15 min.

Beat cream cheese, remaining ½ cup sugar, eggs, pumpkin and pumpkin pie spice in small bowl with electric mixer on med. until well blended. Pour over hot crust; sprinkle with reserved crumb mixture.

Bake 25 min. Once cool, use a knife to loosen the edges and lift out of pan with parchment paper. Slice into bars. Serves 24

