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**FOR IMMEDIATE RELEASE**

**MRS. DASH® HEATS UP KITCHENS ACROSS THE COUNTRY**  
*New Southwest Chipotle Blend Adds Fiery Flavor to Favorite Foods*

Melrose Park, Ill. (February 9, 2005) – As ethnic flavors continue to please the American palate, Mrs. Dash® is turning up the heat in kitchens across the country with the introduction of *new* Southwest Chipotle Seasoning Blend – just in time for summer grilling season.

Packed with the great tasting flavor of the chipotle chili pepper – derived from smoked jalapeños – a blend of red peppers and cayenne pepper, combined with onion, roasted garlic and lime juice, Southwest Chipotle gives your favorite foods a real kick. In addition, like all other Mrs. Dash Seasoning Blends, Southwest Chipotle is 100% natural, salt-free with no MSG.

“Consumers are consistently telling us they’re hungry for spicy flavors, and Southwest Chipotle does just that with its heat plus smoky overtones,” said Rick Kramer, Senior Brand Manager for Mrs. Dash. “We’re excited to offer this new addition to the Mrs. Dash family, which gives consumers one more way to season their food without the salt.

**Smokin’ Recipes**

Mrs. Dash Southwest Chipotle is the perfect addition to any meal from ribs and burgers to rice and corn on the cob – it creates some added heat for any meal combination. Attached are two new recipes to try, but other usage suggestions include:

- Adding to fajitas for a smoky heat
- Sprinkling on buffalo chicken strips for some extra spice
- Combining with sour cream to make a tasty, zesty dipping sauce
- Topping on mashed potatoes or chili for a spicy, smoky flavor

Mrs. Dash Southwest Chipotle will be available beginning in April 2005 at most major grocery stores across the country with a suggested retail price of \$2.79.

**About Mrs. Dash®**

The new Mrs. Dash Southwest Chipotle Seasoning Blend is the newest flavor from Mrs. Dash®, which has sold the number-one salt-free seasoning blend since the 1980s. Every one of the Mrs. Dash Seasoning Blends are made with a unique combination of 14 natural herbs and spices, with no salt and no MSG. Visit [mrsdash.com](http://mrsdash.com) to explore an interactive recipe database filled with more than 400 delicious, heart healthy recipes.

## **Chipotle Burgers**

**Makes 4 servings**

### **Ingredients:**

1 teaspoon (5mL) olive oil  
1 large red onion, peeled and thinly sliced  
2 tablespoons (30mL) Mrs. Dash Chipotle Seasoning Blend, divided  
1 pound (454g) lean ground beef  
¼ cup (60mL) fresh cilantro, chopped  
1 egg  
4 toasted hamburger buns  
Sliced tomatoes, optional

### **Instructions:**

1. Heat oil in large non-stick skillet, add onion and cook until golden and tender, about 10 minutes. Stir in half of Mrs. Dash Chipotle Seasoning Blend, mix thoroughly and remove from heat.
2. Gently mix ground beef, add remaining Mrs. Dash Chipotle Seasoning Blend, cilantro, egg, mix well, and shape into 4 burgers.
3. Preheat grill to medium-high heat and grill burgers for 8-10 minutes turning once. Toast buns and top one half with a burger, top with spicy onions and tomatoes, if desired. Cover with other bun and serve.

**Prep Time: 10 minutes**

**Cook Time: 20 minutes**

**Actual Serving Size: 7.4oz. (208.5g)**

### **Nutritional Information Per Serving:**

Calories	352.1
Total Fat	14.4g
Saturated Fat	5.1g
Unsaturated Fat	7.8g
Trans Fat	0g
Cholesterol	94.4mg
Sodium	355.7mg
Potassium	433mg
Carbohydrates	25.3g
Fiber	1.8g
Protein	28.7g
Sugar	7.2g

**Spicy Cream Cheese Roll-Ups**

**Makes 8 servings**

**Ingredients:**

- 4 large flour tortillas
- 8 ounce (225g) package cream cheese, softened
- 2 tablespoons (30mL) Mrs. Dash Chipotle Seasoning Blend
- 3 tablespoons (45mL) green onions, chopped
- 2 tablespoons (30mL) red pepper, finely chopped

**Instructions:**

1. In a medium bowl, combine all ingredients except tortillas.
2. Divide mixture into four. Spread a thin layer of cream cheese mixture on each flour tortilla. Starting at one end, gently roll tortillas into a tight tube. Wrap and chill until ready to serve.
3. To serve, unwrap roll, trim edges of tortilla and slice into eight 1” (2.5cm) slices. Serve slices on their side on a colorful platter.

**Prep Time: 10 minutes**

**Cook Time: 0 minutes**

**Actual Serving Size: 2.1oz. (58.5g)**

**Nutritional Information Per Serving:**

Calories	173.5
Total Fat	11.4g
Saturated Fat	6.4g
Unsaturated Fat	4.1g
Trans Fat	.3g
Cholesterol	31.2mg
Sodium	208.8mg
Potassium	44.3mg
Carbohydrates	13.7g
Fiber	.1g
Protein	4.4g
Sugar	.6g

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