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## What's happening

By Jan Duggan

A lot has been going on in our business lately. We have started ad campaigns with Google and Yahoo. We have also upgraded our product offerings with copperware from Old Dutch International and are looking at several other products to compliment what we have today. This is our initial newsletter, and we welcome comments on ways to make it better and more interesting.

Recently we decided to expand our 10% off sales for Romertopf and RECO products to the entire website. This makes our competitive pricing even more attractive.

We have now published our 9<sup>th</sup> ezine article "[Grilling Season](#)" to some 40 article websites. The article contains 3 recipes for side dishes to go with main course grilling. You can view other of

## Care and Use of Romertopf Cookware

By Jan Duggan

One of our most popular product lines is Romertopf, and here is the excerpt from our website on its care and use.

The [Romertopfs](#) success is the selection of several different, but specific porous clays and it's unglazed interior and exterior, which allows the Romertopf cookware to absorb a great deal of water. The clay pot must be soaked in water before every use. During the cooking process, the heated and fast moving water molecules penetrate

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our articles by going to our [Articles](#) page on our website and selecting ones of interest to you. One of our most popular articles is "[Easy Breakfast Casseroles](#)".

Feedback to date has been very positive on our products and services and on the visual ease of use of our website. We welcome both positive and negative comments as we endeavor to improve our business and our service to our customers. You are the reason we exist!

the product, thereby cutting the fibers, deposit the spices and keep it moist, which delivers to you a tastier, moister and more tender result. Further the moisture in the unglazed bottom of the clay pot allows you to cook without any additives like water, fats, oils or other liquids, therefore makes it ideal for dieters. Of course you can enhance your own recipes with all kinds of spices, butter, beer or wines to suit your tastes. The moist bottom is kept around 220 F, which avoids burning, unless you excessively overstay the cooking time.

Romertopf cooking not only saves nutrients, but also saves time. Simply soak the Romertopf cookware in water for 5-10 minutes, submerge top and bottom. Place the ingredients inside and put the whole clay pot into a regular, cold oven and set temperature at 400 to 450 degrees and follow the recipes. Then just walk away. Work out with your favorite celebrity, play with your kids or soak in the tub for 45-60 minutes and the Romertopf clay pot will not need your attention and your meal will be cooked to perfection.

Romertopf cookware will develop a patina with time which adds character to the clay pot. Cleaning is simple; fill the top and bottom with



*A delicious meal in less than an hour.*

water and add baking soda and or vinegar and soak for an hour, scrub if needed with a plastic sponge. For deep cleaning you can fill top and bottom of the clay pot with water, add baking soda and vinegar, put into the oven side by side or at two levels and bring the water to a boil for half an hour.

## Romertopf Clay Pot Cooking

By Mary Duggan

A favorite product of ours is our Romertopf Clay cookware. We have been experimenting with our own clay pot and have some fun and easy tips to share with you.

As the previous article stated, it is almost “walk away” cooking. You soak the pot, season the meat, veggies or poultry and place it in the oven. Not much simpler than that. In most cases you have a one pot meal in an hour. It is as simple as using the slow cooker except that you don’t have to plan very far ahead.

One of our current favorites is a simple pot roast. I used a rump roast which I thought would be a little more challenging than a chuck or other traditional pot roast cut. It worked out really well even though it was not falling apart at the end of the cooking time. I used a small Romertopf pot so the quantities will reflect that. The recipes made enough for three with leftovers.

The other recipe was a roasted chicken and it was truly falling apart, very juicy and most delicious.

**Romertopf Pot Roast**

- 2 –2 ½ lb. roast
  - Salt and Pepper to taste (or salt substitute seasoning)
  - 2 Tbsp. Worstershire sauce
  - ¼ cup red wine (optional)
  - 1 celery rib cut into 2 inch lengths
  - ½ onion sliced thickly
  - ¼ of a small bag of baby carrots left whole
  - 2 medium sized red potatoes, quartered
1. Soak the pot, top and bottom for 15 minutes.
  2. Place the celery and ½ of the onion in the bottom of the pot.
  3. Season the roast to taste. Place on top of onion and celery. Pour Worstershire and wine over the roast.
  4. Tuck the remaining vegetables around the roast.
  5. Place the covered pot into a cold oven. Set the oven to 475 degrees for at least 75 minutes.
  6. Remove from oven and test for doneness to your taste. Remember to place the hot pot on a towel NOT the cold counter or stove top.
  7. Enjoy.

**Romertopf Chicken**

- 1 whole chicken, rinsed and patted dry
  - 2 medium potatoes, quartered
  - 1 lemon, halved
  - 1 whole onion, quartered
  - 2 whole carrots, peeled and cut into 2 inch chunks
  - Salt and pepper to taste
  - ¼ cup white wine (optional)
  - Mc Cormick Monterrey chicken seasoning to taste
1. Place chicken into soaked pot.
  2. Put the lemon and ½ of the quartered onion into the cavity of the chicken. Season the chicken to your taste.
  3. Place the remaining onion and other vegetables around the chicken.
  4. Pour wine over all.
  5. Place the covered pot into a cold oven. Set the temperature at 450 degrees for one hour.
  6. Remove and test for doneness.
  7. The pot can be uncovered and placed back into the oven for about 15 minutes to brown and crisp the chicken.