



# Don't miss these FUN FACTS ABOUT RUBS!

## What's a rub?

Rubs are blends of seasonings, usually including salt and sugar, that are liberally applied to the surface of meats, fish, or vegetables prior to cooking. Whether bold or subtle, they add wonderful flavor and texture. Rubs may also be used with sauces to create even more layers of flavor.

## How do you use a rub?

There are two favorite ways to apply a rub:

1. Sprinkle a liberal amount of rub on raw meat or fish. Use your fingers to rub the seasoning into the surface of the food.
2. Pour a liberal amount of rub into a shallow bowl. Dredge the meat or fish through the seasonings until coated on all sides. Use your fingers to rub the seasoning into the surface of the food.

However you choose to apply the rub, you also have a choice whether to apply it just before cooking or several hours (or even a day) before cooking. Follow manufacturer's suggestions for best results.

## Are rubs some new-fangled cooking trend?

Although they may seem like they are a hot new idea for cooking, dry rubs have been around for generations. Prior to availability of refrigeration, smoking and curing meat and fish was essential. Simple blends of salt, sugar, and spices helped add flavor and preserve the meat for safe consumption. Although no longer a necessity, rubs have enjoyed a resurgence of popularity the last few years as a delicious cooking method.

## Rubs are growing more popular!

In 2005, a search for "rubs" at the Food Network's website resulted in 17 matches. Today that same search results in 2440 matches! No doubt about it — rubs are a growing category with a lot of staying power!

## Why are Char Crust® rubs so special?

Char Crust® Dry-Rub Seasonings are unique in that they create a "char crust" that Seals in the Juices®! They are a fast, fun, and delicious way to cook. And you can feel good about serving a wholesome home-cooked meal for your family that took only minutes to prepare. Simply broil, bake, or grill. Plus, don't forget, ounce-for-ounce, Char Crust® rubs are the best value of all the gourmet rubs available.