

FLAVOR-GLOW TENDEREZY

THE FRUIT JUICE THAT WORKS WONDERS WITH MEATS

TENDEREZY is designed to improve the best meats by reducing shrinkage up to 20%. For 40 years, it has been the only tenderizer good enough to build and hold the confidence of the world's leading chefs.

TO TENDERIZE SLICED MEATS SUCH AS STEAKS, CHOPS, CUTLETS & LIVER. Spray TENDEREZY evenly over both sides of fresh meats at room temperature immediately before cooking.

Leave TENDEREZY on meats from 2 to 5 minutes, as shown below, depending on how much tenderizing is desired. Fried or grilled meats require a little more time than broiled meats.

Cold slows the tenderizing. Thaw frozen meats. Allow a little more time if meats are very cold. Heat of 160° F stops the tenderizing entirely.

Estimate the correct tenderizing time, then immediately fry, grill or broil the meat. Reduce the cooking time about 25% below normal because TENDEREZY's action does one-quarter of the cooking.

This reduced cooking time cuts shrinkage up to 20% and leaves the natural moisture in the meat. Thus, even the very best meats are improved by correct use of TENDEREZY, regardless of how tender they are or how much they cost.

Correct time to leave TENDEREZY on meats, for the 20% saving on shrinkage are:

Steaks

Tenderloin—about 1/2 minute

Sirloin—2 to 3 minutes

Rump or Round — 4 to 5 minutes

Chops

Rib lamb chops—about 1/2 minute

Loin lamb chops—1 minute

Pork and veal chops—1 to 2 minutes

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Cutlets

Lamb—about 1 minute
Veal—1 to 2 minutes
Lamb—about 1/2 minute
Calf—about 1/2 minutes
Steer—1 to 2 minutes
Beef—2 to 4 minutes
Pork—2 to 4 minutes

Hamburger Steak

Spray the patties on both sides and cook immediately. Reduce cooking time 25% since TENDEREZY does part of the cooking and cuts the shrinkage. The finished hamburger will weigh up to 20% more, will look larger and will have more juice and flavor.

Stew

(Beef, Mutton, Venison, Chicken or Other Meats)

Cut the meat into pieces. Then, spray with TENDEREZY, mixing as you spray so all sides are covered. Now wait 5 minutes, then braise the meat as usual and make the stew. Add DARK FLAVOR-GLOW to taste for rich brown color and flavor. Use LIGHT FLAVOR-GLOW for doubled natural meat flavor at very low costs.

Shortribs

Cut into individual servings, spray with TENDEREZY. Five minutes later, brown slowly in a heavy pan and prepare as usual. Use DARK FLAVOR-GLOW for rich flavor and brown color.

Fowl

(Chicken, Turkey, Goose or Game)

Roast Fowl—Spray evenly inside and out with TENDEREZY piercing the skin with a fork so it can get inside. Place in oven immediately. Cook 25% shorter time than usual.

Broilers—Spray inside and out. Let stand one minute per pound. Broil about 11 minutes.

Stewing Fowl—If whole, Spray inside and out with TENDEREZY, piercing the skin with a fork. If cut up, spray and let stand 2 minutes. If preferred, add 1 tablespoon TENDEREZY to each pint of cold water used for cooking, then heat water and fowl to stewing temperature.

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Roasts

Spray all surfaces with TENDEREZY. Pierce the meat liberally with a fork. Let it stand at room temperature 12 minutes for steer beef, 20 to 40 minutes for less tender meat. Reduce cooking time 25% to cut shrinkage up to 20%. Put LIGHT FLAVOR-GLOW in the basting water for amplified natural flavor. Use LIGHT FLAVOR-GLOW for double au jus gravy.

Corned Beef

Spray all sides with TENDEREZY and pierce meat thoroughly with fork. Let stand 20 minutes. Add 4 tbsp. TENDEREZY per gallon of tap water used and follow regular recipe for cooking.

Lobster Tails

Lobster tails may be easily tenderized by thawing and spraying the meat with TENDEREZY about 2 to 5 minutes before cooking. Reduce cooking time 25%.

Steak Fish

Tenderize by spraying both sides 2 to 5 minutes before cooking. Reduce cooking time 25% for 20% less shrinkage.

To Freeze Meats

Dilute TENDEREZY with 3 to 10 parts water to slow the tenderizing. Spray the meat lightly on all sides. Freezing stops the action. Heating reactivates it. Experiment to find the best dilution for your use. Refrigerate the diluted solution.

For Split Pea and Bean Soup

Many chefs use a tablespoon of TENDEREZY per quart of water in which dried beans and peas are soaked. They feel this gives a better and quicker result.

Slower Acting Tenderezy

Dilute 1 part TENDEREZY with 3 or more parts of water. Or pour 1 quart TENDEREZY in a 1 gallon jug and fill with water.

Use same tenderizing methods as above except for longer holding times. Refrigerate when diluted.