

For Immediate Release

New Cookbook Showcases Molasses as an Unexpected Pantry Star for Modern Family Cooking

Crosby Molasses launches Molasses and More, featuring 50 contemporary recipes to cook at home

SAINT JOHN, NEW BRUNSWICK, November 4, 2014, - Sticky fingers never tasted so sweet. Crosby Molasses Co. introduces a contemporary cookbook, *Molasses and More*, with 50 inventive recipes proving molasses is much more than a cookie-cutter ingredient. The versatile cookbook features molasses-inspired recipes for every day, from traditional baked goods to savoury main dishes. Family-owned and headquartered in Saint John, New Brunswick, Crosby Molasses has been Canada's premier molasses supplier for 135 years.

"Molasses has been around for centuries, but what people may not know is how many uses it has for today's home cook," said Bridget Oland, Marketing Manager and Recipe Developer, Crosby Molasses. "Molasses is not only a nostalgic choice, but also a wholesome ingredient to use in everyday recipes, from brownies to an unexpected dish of Cajun haddock."

A versatile flavor enhancer in a variety of recipes, molasses is also a pure sweetener that contains residual nutrients like iron and magnesium. Molasses is made from pure sugarcane juice that has been boiled to extract sucrose for white sugar.

Oland, a mother of two, is at the helm of the Crosby Molasses recipe development, and the force behind the cookbook to attract families and younger cooks who haven't thought to use molasses in their daily meal planning. The 50-recipe cookbook features uncomplicated recipes for family-friendly food: breads and breakfasts, cookies and bars, cakes and desserts, side dishes, main dishes and quick sauces. The recipes feature classics like Katie's fat molasses cookies, healthy options like blueberry wheat germ muffins, and innovative main dishes like roasted cauliflower with chili and molasses, and molasses-glazed pork tenderloin

"This book combines the delicious with the nutritious and shows everyday cooks that there's always a place at your table for molasses," concludes Oland.

The cookbook is available to customers who purchase Crosby's Molasses and is also available as a [free downloadable eBook](#) on www.crosbys.com.

All of the recipes in the new book are made with fancy molasses. Crosby's fancy molasses, the highest grade of molasses available, is made from pure sugar cane juice. The juice is boiled three times to extract sucrose to make white sugar. Fancy molasses is from the first boil whereas blackstrap molasses is from the final boil. There are no additives, preservatives, sulfates or sulfites added to Crosby's molasses. Fancy Molasses is approximately 25 per cent less sweet than white sugar, and also qualifies as a gluten-free ingredient.

The family-owned Crosby Molasses Company has been importing molasses since 1879. Additional Crosby Molasses products include cooking molasses and blackstrap molasses.

For more molasses-inspired recipes download [Molasses and More](#). For more information about the products, recipes, and nutritional information please visit: www.crosbys.com.

About the Crosby Molasses Company Limited

Located in Saint John, New Brunswick, the Crosby Molasses Company Limited is an independently owned family business that has been in operation since 1879. Their fine-foods product line includes Fancy Molasses, Blackstrap Molasses, and Cooking Molasses. Crosby's Molasses is distributed in Canada, the New England States of the USA, and other international locations. Crosby's has been importing the world's finest molasses for 135 years and takes pride in being one of the world's largest importers of fancy molasses.

-30-

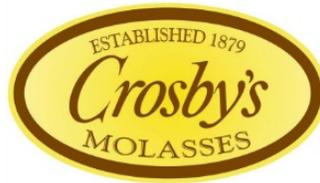
Media Contact:

Jacqueline Nelson

beSPEAK Communications Inc.

P: 416 524 3502

E: Jacqueline@bespeakcommunications.com



SAMPLE RECIPE PLACEMENT



One-Bite Molasses Brownies

Ingredients:

1 cup (180 g) dark chocolate chips or coarsely chopped bittersweet chocolate
½ cup (120 g) butter, cut into pieces
1/4 cup (60 ml) Crosby's Fancy Molasses
2 large eggs
1 cup (200 g) sugar
1 tsp. (5 ml) vanilla extract
1/2 tsp. (2.5 ml) baking powder
2 Tbsp. (30 ml) unsweetened cocoa powder
1/4 tsp. (1.25 ml) salt
1 cup (125 g) flour

Instructions:

Heat the oven to 350°F (180 C). Line an 8-by-8-inch metal baking pan with parchment paper. Combine the chocolate and butter in a medium saucepan and cook over low heat, stirring frequently, until melted and smooth. Remove from the heat, add molasses and let cool slightly. Combine the eggs, sugar, vanilla, baking powder, cocoa and salt in a large bowl and stir until just incorporated. Add the chocolate mixture and stir until combined. Add the flour and fold in until just incorporated. Pour the batter into the prepared pan, spreading it out and smoothing the top. Bake 30 minutes, until the centre is set. Remove to a wire rack and let the brownies cool for at least 20 minutes. Take them out a littler earlier if you want them to be chewier. Cut into 2-inch squares.



Katie's Fat Molasses Cookies

Ingredients:

4 3/4 cups (570 g) of flour
2 tsp. (10 ml) baking soda
3 tsp. (15 ml) ginger or cinnamon
1 cup (240 g) shortening or butter
1 cup (225 g) brown sugar
2 eggs
1/3 cup (75 ml) milk
1 cup (250 ml) Crosby's Fancy Molasses

Instructions:

In a large bowl cream the shortening, sugar and eggs. In another bowl combine dry ingredients. Add dry to creamed mixture, alternating with molasses and milk. Roll or pat out on a lightly floured surface, keeping the dough thick (up to 1 cm). Cut in favourite shapes. Bake 375 F (190 C) for 10 to 15 minutes (watch closely after 10 minutes).



Pork Chops with Sautéed Apples and Molasses Cider Glaze

Ingredients:

4 pork chops (or pork tenderloin slices)
Salt & pepper to taste
1-2 Tbsp. (15-30 ml) olive oil
½ cup (125 ml) cider
½ cup (125 ml) Crosby's Fancy Molasses
1 tsp (5 ml) dried thyme or 3-5 sprigs of fresh thyme
2 tsp (10 ml) cider vinegar
2 tsp (10 ml) Dijon mustard
3 tart apples, peeled, cored and sliced into 8-10 wedges each

Instructions:

Pat chops dry, season with salt and pepper. In a good-sized sauté pan over medium, heat oil until it shimmers then add the pork chops. Cook 2-3 minutes each side until cooked through. (Take care not to overcook.) Remove chops to a plate and cover loosely with foil to keep warm. Add cider and molasses to the same pan, whisking to incorporate the pan juices and scrape up all of the tasty bits. Whisk in the vinegar and mustard. Add the thyme. Add the sliced apples in a single layer and let cook as the syrup thickens. Flip the apples and continue cooking until they're tender. When the apples are ready, plate the pork chops and spoon over the sauce and apples.