

FLOYD & FRED'S
HotLime™



Recipes & Uses



TABLE OF CONTENTS

- Page 1: Introduction to Floyd & Fred's HotLime
- Page 3: Grilling/Marinades
- Page 5: Seafood/RawBar/Shellfish
- Page 6: Guacamole/Salsas
- Page 8: Dipping Sauce/Dijonnaise
- Page 8: Random Surprising Uses
- Page 10: Favorite Customer-Created Recipes
- Page 11: Cocktails- Bloody Mary/Margarita/Michelada

INTRODUCTION TO FLOYD & FRED'S HOTLIME

Welcome and thanks for your interest in Floyd & Fred's HotLime, our very unique condiment and hot sauce line of products, all based on the amazing flavor combination of fresh key lime juice with just the right level of heat and zing from habanero peppers.





As you'll quickly see in the pages that follow, the lime/heat combo opens up a whole world of incredible potential uses and recipes, many of them ones you would have never considered with conventional hot sauces. And that's the beauty of Floyd & Fred's HotLime! While conventional hot sauces add powerful flavor and heat, they also tend to dominate and overwhelm the underlying flavor of the foods you add them to. This is largely due to the base ingredient of vinegar, common to almost all mainstream "red" hot sauces (hint: rhymes with "Schmabasco").

Floyd & Fred's HotLime, however, leverages the much more versatile base ingredient of key lime juice to pair with the heat of habanero peppers, and that changes everything! Suddenly, you don't just have a conventional hot sauce, though it checks all the classic hot sauce boxes (especially our Extra Hot version). Mexican food? Check. Chicken wings? You bet. A Bloody Mary? We may openly weep tears of joy just thinking about it!

But you also have an amazingly nimble product you can also use as a condiment, a marinade, a dipping sauce and countless often surprising other ways. In fact, we still stumble upon delicious new applications for the sauces, either through trial and error or suggestions from our customers, every month, even years after we first went to market.

So, thanks for joining the growing legions of passionate Floyd & Fred's HotLime foodies, amateur and professional chefs, tailgaters, bartenders, grillmasters, dinner party hosts and those just generally interested in bringing out the best in the foods and drinks that they love the most.



Bon appetit! Let's get started!



Floyd & Fred's HotLime is currently available in two versions: HotLime Green and HotLime Extra Hot. The core base ingredients (key lime juice, habanero peppers and salt) are the same in each version. Extra Hot simply contains exactly double the ratio of habaneros as the Green version.



As you can imagine, this difference in heat affects how you would most often use the two sauces. HotLime Green can be used more liberally and directly, often as a marinade or dipping sauce, in dressings, etc. HL Extra Hot, conversely, has more intense heat, so it either ends up in the hands of those who love more aggressive heat and zip or is just used in smaller doses.

In the recipes that follow, we will note when we find one version a more natural fit for that recipe or food category. However, naturally, it all comes down to individual preference and heat tolerance. Experiment, create, discover and enjoy!

GRILLING/MARINADES

As noted previously, the two versions have different heat levels. And for marinating, we generally opt for HotLime Green. The milder heat index allows for more liberal use and complements a wide range of herbs and spice rubs, whether you are cooking poultry, red meat, seafood or vegetables.

Here are some favorite recipes and uses:

Salmon/Grilled Fish

We love HL Green with salmon or really any grilled fresh fish. It really just comes down to how much to use and what to pair it with.



One option we go to often is white wine. A fairly even mix of HL Green and white wine if you like the lime and heat more prominent, or 2 parts white wine to 1 part HL Green, with or without a little olive oil, provides a nice marinade base. From there, you can always add a sprinkle of sea salt, light ground pepper or a dry rub of your choice.

You also have at least two options for cooking it, either on a grill or stovetop/oven.

You can of course marinate the fish in the wine/HL Green mixture before grilling directly or cooking in a pan on a stovetop. This will give you the most direct heat and a charred crust that maintains some of the flavors of the marinade.

The second option is a hand-made tin-foil boat. It's pretty easy to take a sheet of standard tinfoil, about 18 inches long, fold it over once entirely and then fold over all 4 sides several times to create a rectangular tub or "boat" that's approx. 5-6" long and 3" wide, perfect for a single filet of fish. Assuming you do this correctly and don't "spring a leak", this should hold liquid and let you cook the fish steadily in all the great juices from the wine/HL Green marinade. This tinfoil cooker also can be placed directly on the grill or in the oven (reminder for the lazy—tinfoil and microwave ovens are not friends!).

You won't get the same charred crust as you would grilling directly but you can let the wine/HL burn down and still get close. Or you can slowly add more wine and HL Green as it cooks to keep it simmering in all the juices for a delicious, moist finished dish.

Chicken/Steak/Burgers/Pork Loin/Pork Chops

Not wildly different from the fish concept. Marinate the meats in HL Green before cooking, using the sauce to wet the meat enough to hold whatever herbs and spices you choose to add. You can use the sauce quite liberally because much of the heat from the habaneros will burn off in the cooking process, leaving just the right amount of residual zip and great flavor that complements the taste of the meat.

HL Extra Hot can be used instead of Green if you intentionally seek more heat, eg cooking meat to put into a chili, for tacos or other dishes where you want that spice.

Grilled Veggies

This is definitely a BBQ season favorite! If you don't have one already, a grill basket like the one pictured is a great, relatively inexpensive addition to your arsenal.

Once you have the basket, the veggies grill concept is easy. Peppers of all colors, onions, asparagus, zucchini spears, Portobello mushrooms, heirloom tomatoes. Just choose your large veggies and slice them up into large strips or chunks. Then put them in a large bowl, toss them in a mix of olive oil, HL Green and sea salt and you're ready



to grill. Place the grill basket directly on the grill grates and expect it to take 6-9 minutes over medium heat to get all the veggies to a nice mild char, without getting soggy. Stir occasionally so all the veggies move around and none get overcooked on the bottom.

SEAFOOD/RAW BAR/SHELLFISH

Bar none, shellfish is our favorite food category to pair with the Floyd & Fred's HotLime sauces. Just amazing!

There are two distinct ways the sauces can be used: directly or mixed with other ingredients.

This is where the versatility and heat range comes into play. If you are going to use it directly, again, entirely up to the individual's heat tolerance, but we generally use the milder HotLime Green.

A few drops on oysters, steamer clams or other shellfish. Perfect! Just the right amount of flavor yet you can still taste the oyster or other shellfish, which often isn't the case with cocktail sauce. In fact, fun tidbit, courtesy of our friends at Island Creek Oysters: cocktail sauce was actually created and first used specifically to mask the taste of rancid oysters, in the days before effective refrigeration. Good times! Fortunately, we now actually want to taste our seafood so try skipping the cocktail sauce or other flavor-dominant vinegar-based sauces. And, you know, maybe, just maybe, mix in some of your new favorite lime-based sauce instead... just a thought!

We also love filling a small shot glass or mini-bowl, like a soy sauce dipping saucer, with HL Green and dip lobster or crab directly into it.

For lobster, we do this instead of the traditional melted butter (which is very heavy, so it saves room for more lobster!). But you could also simply add HL Green to the melted butter and zip up the flavor. Same applies to Dungeness crab, our local favorite here in San Francisco and all along the west coast, or any crab.





And in addition to using HL Green as a direct dipping sauce, as we will review later, you can also “cut” the heat of the HL Green and create hybrid sauces, along the lines of mixing it with melted butter for lobster. An easy staple is a mix of mayo, olive oil and HL Green as a dipping sauce for seafood. Or add a small amount of mustard to that mix for a delicious Dijonnaise that you can use not only as a seafood dipping sauce but countless other ways as well.

And as we’ll also cover later, the fit with foods with more of a bland base is particularly strong, so something cream-based, like New England clam chowder, is a no-brainer.

GUACAMOLE/SALSAS

Guacamole

Much like shellfish, something about avocados just connects perfectly with the F&F HL sauces. It’s probably that sweet spot where avocados have good flavor but it’s also subtle, somewhat on the bland end of the taste spectrum so F&F’s perks up an already great thing just the right amount.

In fact, if you ever run into Floyd or Fred at one of our demos/tastings, which they do periodically at grocery stores or food festivals, you will invariably find them hand-crafting fresh guacamole. And the eye-opening takeaway from those demos is, wow, they really just mash up fresh avocados, splash in some of the HotLime sauce and, voila, amazing guac!





In terms of recipes, that is the key base, the right combo of avocados and HL (and we often mix Green and XHot to find just the right middle zone of heat). From there, just play around with add-ons, from a pinch of sea salt to diced onions, tomatoes and maybe cilantro.

Salsa

This is another one we just have so much fun with, because once you get beyond the core basics, you can really get creative.

HL Green or XHot is a perfect liquid base for your homemade salsas, along with firm chunk tomatoes. We like our tomatoes diced small, maybe the size of a Tic-Tac candy. Then similarly-sized diced onions.

From there, have fun and decide what type of salsa you want. For a tropical, spring/summer treat, add chunks of mango or papaya. The citrus heat of the HL sauce complements the sweet tropical flavor of the mango or papaya perfectly!

We've even had a favorite local supermarket mass produce their own salsa with Floyd & Fred's as not only a prominent ingredient but core to their product branding. Nice!





DIPPING SAUCE/DIJONNAISE

Dipping Sauce

We've already covered several situations when you'd want a dipping sauce, like lobster and crab. There are many other uses too, even just with crudité/mixed veggies, chicken strips, etc.

The purest HL dipping sauce is, well, just the sauce! Unless you really, really love lots of direct heat, we recommend the milder HL Green. Still plenty of zip, especially when you are not cutting it with anything. A small soy sauce mini bowl or saucer is perfect, just enough to dip in your chunks of seafood or other dipping foods.

Or you can of course create your own dipping sauce, using HL as the main flavor enhancer. In that case, you want texture and a milder complement, with mayo or olive oil two can't-fail options. Ketchup, with or without mayo, is another path. Or you can simply add HL to existing sauces, like tartar sauce.

Dijonnaise

A related option to the dipping sauce is a mayo-based sandwich spread sauce. Just mixing HL (either version) with mayo goes incredibly well with sandwiches and pretty much any other mayo-based dish. We also love adding a little mustard to create a HotLime Dijonnaise. Magic not only on sandwiches but burgers, hot dogs, etc.

RANDOM SURPRISING USES

Jar of Olives

This is Fred's favorite. Simply pour out the brine in a jar of olives and replace it with HotLime Green (up to a full bottle). This infuses the olives with the great zip of HL. The olives then can go into a martini for the ultimate dirty martini. You can also use these infused olives in a range of dishes; we like to chop them up and include them in salads, dice them for a delicious olive tapenade or slice them and serve in an antipasto platter.

You can also re-use the HL sauce in the olive jar multiple times; when the olives are gone, you'll still have half a jar of F&F's HL, so just pour that into your next jar of olives.



Melons

This is a classic example of the versatility of the unique lime juice base of the HL sauces opening up new options that you'd never even consider with a standard red vinegar-based hot sauce.

We love just sprinkling a few drops of HL Green on melon (any kind, cantaloupe, honeydew, your choice). The citrus zip of the sauce plays off of the sweetness of the melon and the overall taste settles right into a perfect mid-zone.

Another trick we love: make melon balls, with a modest douse of HL, then freeze them. You can then use them in a range of drinks or smoothies, even replacing ice cubes, except with their own great flavor. They keep the drink cool and then are a delicious final treat once they thaw and the drink is gone!

Bland Base Foods (Cottage Cheese, Cole Slaw, Potato Salad, Butter etc.)

These also fall into the category of uses that you probably wouldn't think of for conventional red hot sauces. But the lime/heat combo complements them all surprisingly well.

For items like cottage cheese, cole slaw and potato salad, the common thread is a fairly mild, even bland flavor base, mostly cream/mayo based, even though they all have very nice overall flavor. For all of these, and other foods like them, F&F's HL gives just the right flavor boost, while still staying in the background and letting the main texture and taste shine through.

Along these lines, another good one is butter. Simply warm up butter until it's a soft, creamy consistency, stir in some HL so it's mixed evenly, then refrigerate. You now have a delicious slightly zippy butter spread that goes great on toast, bagels, even melted, paired with lobster as discussed earlier.



FAVORITE CUSTOMER- CREATED RECIPES

Avocado Cups

We really like this one, submitted by a customer this past summer, to the degree that Fred created a demo tutorial video, posted on the www.floydandfred.com website.

It's pretty simple (which the best ideas often are!):

1. Slice a fresh avocado in half.
2. Remove the pit.
3. The removed pit leaves a natural well in each half of the avocado. Fill those gaps with your choice of lump seafood. Small shrimp, the original idea from our customer submission, works great, and so does crab, lobster or diced white fish (essentially ceviche served inside the avocado well).
4. Give each seafood-stuffed avocado half a nice blast of F&F's HotLime (Green or Extra Hot, again depending on your personal heat preference).
5. Simply serve the two avocado halves face up and eat with a spoon. The avocado skin acts as a natural serving cup and you can scoop the Floyd & Fred's HotLime-enhanced combined avocado and seafood out directly, each one an amazing, delicious bite!





BLOODY MARY

Bloody Mary

Perhaps more than any other use, the fit with the HotLime sauces and a Bloody Mary is so obvious that it almost doesn't need additional comment. A sauce that combines lime and peppers, in a Bloody Mary? Umm, yes, please!

We have a detailed, complex recipe on our website, but the core Bloody Mary mix recipe can be much simpler: tomato juice, Worcestershire sauce, ground pepper and Floyd & Fred's HotLime (for this one we usually go Extra Hot). Optional extras include a small dash of horseradish, brine from a jar of olives and garnishes ranging from celery stalks to pickled asparagus spears or olives.

We also have a special Floyd & Fred's twist: wet the rim of the Bloody Mary glass with HotLime and then dip it into salt (sea salt, celery salt, etc.) or special herbed spices.

F&F's HL to wet the rim of a glass before salting the rim also works great in margaritas!



Mexican Michelada

Sometimes referred to as a Mexican Bloody Mary, the recipe for the Michelada varies considerably depending on the region of Mexico. One of the most common and popular is very close to a Bloody Mary (see earlier recipe), with Mexican beer (Modelo, Pacifico, Corona) replacing vodka. In some versions the tomato juice or Clamato (tomato juice with a little clam juice) is removed and it's just the beer, lime juice, hot sauce and salt.

We've had several customers write in with various different recipes leveraging F&F's HL, and they all sound amazing! Play around with both versions, the Bloody Mary version with tomato juice or the simpler, cleaner lime, beer, F&F's HL and salt version.



Have additional ideas that you want to add to this always-growing list? Send 'em our way! Floyd & Fred want to hear from you directly!

CONTACT

John F Yearout
Co-Founder and CEO
415-699-3398
fred@floydandfred.com

Floyd Yearout
Co-Founder
415-987-LIME
floyd@floydandfred.com