



NI HAO, Y'ALL!

Eat, Learn & Shop with Chinese Southern Belle

Saturday, Nov. 14, 2009
Buford Highway Farmers Market

Chinese Southern Belle™ is a new business that connects people, food, culture and learning. Mother-daughter team, Natalie and Margaret, offer a unique combination of multicultural teaching, travel, cooking and business experience and have delighted friends with Country Asian creations and Buddha-to-Bubba™ stories in Atlanta since the 1970's.

As the company's founder and co-owner, Natalie is a Harvard Kennedy School graduate trained in multicultural communications and social marketing, and has served in public office. Margaret was a schoolteacher in the gifted program for 20 years and now is a realtor and avid fisherman. "Back then, I couldn't find soy sauce or tofu at the Winn-Dixie grocery and wonton soup was considered exotic!"

From fortune cookies to Fortune 500, Margaret and Natalie are popular with a wide range of groups, from farmers markets to private dinner parties and corporate events. "We hope to add a fun fusion touch to the kitchen, a cross-cultural dimension to Atlanta's immigrant tapestry, and more awareness about the importance of diversity, sustainability and community."

Visit www.chinesesouthernbelle.com for a full list of offerings, food and product tips, plus more cross-cultural stories of a Chinese-American family living in the Deep South.

Today's Topic: Sushi Express!

Making Express Sushi at home (on a weeknight!) is easy and healthy! For a refresher or more helpful tips and resources, visit www.chinesesouthernbelle.com

- STEP 1: COOK RICE according to package directions (or below instructions)
- STEP 2: CUT VEGETABLES and/or meat into thin strips
- STEP 3: ROLL as shown in Chinese Southern Belle demo
- STEP 4: EAT and ENJOY with soy sauce/wasabi or fusion dipping sauce!



A Little Sushi History:

Sushi has a very long, interesting evolution that traces its origins not to the raw fish and vinegar rice, but to Southeast Asia as fermented meat and fish. Although sashimi or raw fish slices were consumed in Japan for centuries, it was not until 1827 when sushi as we know it, was initially created as a cheap street food for Tokyo (Edo-style). The vinegar-seasoned rice helped the raw fish from spoiling too quickly. There are regional variations, for example, Osaka and Kyoto use mostly cooked or cured fish. Now, Western fusion influences are also popular in the deliciously simple and complex flavors of sushi.

Shopping List - Basics

Ingredient/Product	Location/Aisle #	Brand/Tips
Japanese short grain rice	Aisle 24, right side	Nishiki, Kokuho Rose
Nori (roasted seaweed sheets)	Aisle 24, middle	Shiny side down, narrower side towards you
Vegetables: cucumber, avocado, carrots, asparagus	Fresh produce	Don't need a lot. One of each is fine. Use left over for salad, stir-fry or soup. Use peeler for carrots, quick steam asparagus
Raw Fish	Far left side, Deli/Prepared Foods	Must be super-fresh, labeled "sushi-grade"
BBQ Eel	Aisle 12, Japanese, at end	
Crabmeat (imitation or real)	Aisle 12, Japanese, in middle	
Rice vinegar	Aisle 24, right side, middle	Pre-seasoned Marukan or mix own: rice vinegar/rice wine/sugar/salt

Wasabi	Aisle 24, middle	Paste is convenient, but powder stays fresh/potent longer, mix with water. Actually horseradish
Soy sauce	Aisle 24, middle	Naturally brewed Kikkoman is excellent and easy to find. Avoid lower quality (cheaper) sauces
Bamboo mat/roller	Smallwares, on wall	Great stocking stuffer; buy extras for sushi party!
Long sharp knife	Smallwares, on wall	Dip in water and wipe clean when cutting rolls
Chopsticks	Smallwares, on wall	Ask me for a mini-lesson!
Rice spatula (bamboo/plastic)	Smallwares, on wall	I like bamboo, good stocking stuffers

Shopping List - Optional Products/Variations

Ingredient/Product	Location/Aisle #	Brand/Tips
Sweet brown rice	Aisle 34, on right 10 ft. in	Pulmone is organic (round orange sticker) plus others
Sweet wild black rice	Aisle 34, on right 10 ft. in	Speckled black/brown kernels
Fresh, seasonal vegetables – sweet potato, red pepper, collards, kale, yellow squash, zucchini, green leaf lettuce, green beans, green onions	Fresh produce	Be creative, try to eat what's fresh and seasonal. I like to blanch the hardy greens and green beans to take bitter edge off and bring out the color
Japanese pickled radish	Aisle 23, on left 1/3 way in	Colored bright yellow, use sparingly
Scrambled Egg (pancake)	Eggs	Scrambled eggs seasoned with garlic powder, salt/pepper, cut into strips
Smoked/5-spice tofu	Produce, refrigerated case, back left side	Flavorful alternative to “block tofu”
Fried tofu	Produce, refrigerated case, back left side	Ready-made, packaged
Smoked salmon, BBQ eel, smoked ham	Between Aisle 20 & 21, E.European in refrigerated case	Tasty alternatives to raw fish, pair salmon with cream cheese; ham and green beans
Rice cooker	Smallwares, on entry	Worth the splurge if you like Asian food, rice. Many different kinds. I use Zojirushi, Tiger brands
Sushi Servingware	Smallwares, middle area	Mi casa sushi and makes great gifts!

Condiments

Pickled ginger	Aisle 23, right side, middle	Refreshing tangy counter to salty, fishy flavors
Roasted sesame seeds/rice seasoning	Aisle 24, right side , middle	Good for rice-on-outside rolls
Thai sweet chili sauce	On end cap between aisle 27 and 28 and aisle 30, left, in middle	Sweet and spicy Thai twist
Japanese mayonnaise	Aisle 24, right side, middle	Unmarked squeeze bottle, sweeter than American mayo

Making Sushi Rice



In a regular pot: A rice cooker is much easier and better (put it on your wish list!). In a regular pot, you have to be vigilant or it may burn. Optional: rinse the rice and drain in colander. Use 1 cup rice to 1 1/2 cup water. Cover with lid. Bring to boil, quickly turn heat to low and let simmer 10-15 minutes. Wait and watch 5-10 more minutes until no more bubbling or liquid remains and rice is cooked through.

In a rice cooker: Measure water and rice and press button. Button pops up when rice is done.

Turn hot rice in a big wide bowl or baking dish. Using a spatula or rice paddle, pour seasoned rice vinegar (2 tbs rice vinegar per cup of uncooked rice) evenly over rice. Fold in carefully, try not to mash the rice kernels. Fan to cool the rice as you mix or do it outside.

Sushi rice and sushi rolls don't refrigerate or keep well so make them in small batches and eat fresh!