

A lot of people ask just how much seasoning to use when prepping meat with any of our seasonings. Here are the basics.

Beef: As far ahead of time as you can, vigorously coat both sides of the meat to be cooked. Place in Ziploc bag and mash (Rub) the seasoning into the meat a bit. The longer you let it sit, the better the spices have a chance to work its way into the meat. I would say first thing in the morning the day you are cooking and let it marinate 4 to 6 hours if possible. It is not necessary to do so but it does help with the flavor being much more present in the finished product. (A trick for prepping the meat is to fork it before coating with seasoning. This allows the flavor to get deeper into the meat.)

I cook steaks on a very hot fire turning often and leaving on for minimum time to get to desired temperature. Of course the thicker the meat, the lower the flame so that you don't burn the outside and have the inside still raw.

Once you get the meat to the desired state, as you pull it off the grill with it still hot and sizzling, shake on some more of the seasoning to put some of the flavor lost in cooking back into it.

Chicken and pork: For these two meats I would do all I could to season the meats the day before. I add a little bit of cooking oil to the bag to help keep the meat moisture and it also gives the grill something to sizzle while sealing the meat to keep the flavor and moisture in the meat. Chicken and Pork are very dense and takes longer for the flavor to work its way into the meat.

Turkey: I smoke turkeys. Mixing a large amount of butter with a large amount of seasoning. You can melt the butter and syringe it in. I prefer to shove butter in between the meat and the skin in as many locations around the turkey as possible, as well as coating the outside vigorously as well.

For deep-frying a turkey, I would syringe the seasoning deep into the turkey using melted butter that has no water in it. That will cause issues.

Brisket: Very heavily coat both sides of the brisket. (I do not cut the fat off.) Fork the fat a lot to make sure you get as much of the seasoning into the fat as possible. Rub your meat vigorously to massage it into both sides of the meat. Smoke low and slow fat side up. I cook at 130 degrees to 135 degrees for 12 to 14 hours.

Fish and shrimp: a decent coating depending on how spicy you want it and a light dusting when it comes off the grill or pan.

Steak Fajita's: I trim the back side of the excess fat and lining. I cut the skirt steak with the grain at just about the size of the tortilla's we are serving with the meal. Then I cut against the grain at about 1" and end up with long strips of meat. Coat all the meat well with seasoning on all sides of the strips. I add some cooking oil into the bag when seasoning the meat as well. Let the meat sit for as long as possible to let the seasoning absorb into the meat. This keeps the meat moist and gives the grill something to sizzle while sealing the meat. I cook on a very hot fire turning constantly to not allow the strips to burn. Depending on temperature of fire, five to seven minutes max.

*A note for those that may be concerned about the hotter versions of our spices. Our goal has not been to have a whacky spice that you can't use because it is just too hot to use. Our goal is to have a seasoning that will let you know the Jalapeno, Habanero, or Ghost pepper is there, but not cause your head to explode and catch on fire. The three peppers have an awesome flavor that you can definitely distinguish in each of the blends and provides just the right amount of heat to let you know it is a pepper. They do taste a lot different once cooked then just tasting the spice. That not being completely true with The Trinity and Resurrection. They are a higher concentration of the three peppers and is for those that really like a kick.

Another note is that that pan frying / broiling and grilling are two very different methods of cooking and calls for a little bit of adjustment for how much seasoning you put on to get similar results. Broiling and panfrying will need to be a lighter coating than for grilling. Grilling burns off some of the seasoning where pan frying or broiling do not. No matter what method, I always add another dusting as I get it ready to plate.

