



CELEBRATING

Oktoberfest

WITH

Saag's

Celebrating Oktoberfest comes naturally at Saag's. Our German-style sausages and specialty meats are custom-made for casual festivities and feeding a hungry crowd. Throughout this brochure, we'll be giving you tips and recipes for making this Oktoberfest a memorable one for you and your guests.





Oktoberfest

While it's called Oktoberfest, this celebration of beer and sausage starts in September. The tradition began with the wedding celebration held for Crown Prince Ludwig (later King Ludwig I of Bavaria) in 1810. On October 12th, after he wed Princess Therese von Sachsen-Hildburghausen, a festive party was held in a spacious meadow at Munich's center, where guests enjoyed the finest Bavarian food, drink and music. The party proved so popular, the Crown Prince threw an identical fest at the same place the following year, starting a world-famous German tradition. Today, the massive Bavarian festival begins each year in mid-September and ends 16 to 18 days later on the first Sunday in October. Oktoberfest is staged each year on the original 31-hectare field in Munich, where revelers from all over the globe consume prodigious amounts of sausage, beer, pretzels and pastries.

The German (actually Bavarian) celebration of beer and good times gradually caught on in many parts of the world, including the U.S. In Germany, festivities get off to an official start when Munich's mayor (Oberbürgermeister) taps the first beer keg and yells O'zapft is! ("It's tapped!").



How to plan

AN OKTOBERFEST PARTY

SET THE STAGE

Pretend you're in Munich and set up your party outside. Oktoberfest is an ideal occasion to enjoy the autumn weather. Decorate in the colors of Bavaria: blue and white. When the party's in full swing, gather your friends to do the "Chicken Dance." The dance goes as follows:

- 1 At the start of the music, shape a chicken beak with your hands. Open and close it four times, during the first four beats of the music.
- 2 Make the chicken wings with your arms. Flap your wings four times, during the next four beats of the music.
- 3 Make a chicken's tail features with your arms and hands. Wiggle downwards during the next four beats of the music.
- 4 Clap four times during the next four beats of the music.
- 5 Repeat this process four times.
- 6 At the bridge, hold your arms straight, in imitation of an airplane. All dancers circle around the room in flight until the bridge ends.

The dance repeats, progressively getting faster and faster, until the music stops. It's fun!

DRESS THE PART

Get everyone in the mood by dressing Bavarian style: supply half-aprons for the women, and

suspenders for the men. Give everyone a jaunty Bavarian hat (usually available from the dollar store) to complete the look.

PLAY THE MUSIC

Play traditional German music and give your guests kazoos to play along.

PROCLAIM THE TOAST

"Ein Prosit!" is the traditional Oktoberfest toast. Purchase a keg of German beer or select a variety of bottled German or local labels. Many local breweries offer seasonal and traditional Oktoberfest brews. Host a tasting to discover the beers you like.

ENJOY THE FOOD

Cook up plenty of traditional Bavarian food. Saag's is ready with a generous selection of German-style sausages guaranteed to keep your hungry guests satisfied.



EVERYTHING YOU NEED TO KNOW

About Saag's

GERMAN-STYLE SAUSAGES

Rooted in German and Swiss traditions, it's no surprise that Saag's offers the finest selection of sausages for Oktoberfest. In 1933, George Saag created the line of authentic German specialty meats and sausages. The flavors and textures of Saag's products remain resolutely authentic and make an ideal centerpiece for a memorable Oktoberfest feast.

BAVARIAN BRATS Coarsely ground pork, fresh onion, herbs and spices in natural pork or sheep casings.

BOCKWURST (WEISSWURST) Traditional Oktoberfest white sausage made with pork, veal, fresh eggs, green onion and parsley in natural pork casing.

KIELBASA Pork, beef, fresh onion, herbs and spices; hickory smoked in natural pork casings.

KNACKWURST Pork, beef, fresh onion, garlic, paprika and spices in natural pork casing.

MAERZENBIER BRATS Coarsly-ground pork, German-style beer, fresh onions, herbs and spices in natural pork casing.

SMOKED BRATWURST Hearty, generously spiced pork, beef and veal with fresh onion and spices; hickory smoked in natural pork casings.

SWISS BOCKWURST Mild blend of pork, veal, fresh eggs, fresh onion and spices in natural pork casing.

GERMAN FRANKS Traditional recipe of pork, veal, fresh onion and spices in natural sheep casing.

Saag's also offers

KASSELER CHOPS Center cut boneless pork loin, house cured and hickory smoked.

Because Saag's products are perfectly seasoned, fully cooked and ready for Oktoberfest, it's easy to plan your Oktoberfest menu around them. Just add one or more of our traditional favorite recipes.





Quick Ways

TO ADD OKTOBERFEST
FLAVORS TO EVERYDAY MEALS

Preparing

YOUR SAUSAGES

Saag's uses natural casings on all its sausages that allow the sausages to cook evenly without flavor escaping. Natural casings make a "snap" and release a burst of flavor when you bite into them. Be careful not to burn your mouth! To get you started, here are some ways to cook sausage. We never put them in microwave because it toughens the casing.

PARBOIL In a pot large enough to hold your sausages, heat water to boiling. Turn off the heat, add the sausages, cover and let stand 10 to 15 minutes. Then grill or pan fry over medium-high heat, turning frequently until evenly browned.

NOTE: There's no need to grill or pan fry German Franks after they've been parboiled.

GRILL OR PAN FRY Cook sausages on a lightly oiled grill or skillet over medium heat, turning frequently until heated through and evenly browned, about 10 to 15 minutes.

BRAISE Prick sausages two or three times with a fork and arrange them in one layer in a skillet. Add about 1/4" water and cook the sausages over medium-high heat, turning from time to time, until all of the water has evaporated and the sausages are lightly browned on all sides, about 15 minutes.

- Cook Saag's sausages and serve on soft rolls with mustard; don't forget to pile on the sauerkraut.
- Split a sausage in half lengthwise and slice into scrambled eggs, omelets and baked egg dishes.
- Slice Bavarian Bratwurst and add to white bean soup for robust flavor.
- Top an open-faced flatbread sandwich with sliced sausage, sauerkraut and Swiss cheese; finish in a hot oven or under the broiler.
- Create a tasty appetizer by layering mustard, sautéed sausage slices and caramelized onions on toasted small rye bread rounds.
- Spice up scalloped potatoes with a layer of sliced sausages.
- Substitute sautéed sausage rounds in a hot spinach salad.



Oktoberfest Platter

(BAUERNSCHMAUS)

The sour taste of sauerkraut complements the seasoned, smoky flavor of the meats in this traditional autumn recipe. With just four ingredients, it's also quick and easy to prepare.

- 2 pounds (4 cups) drained sauerkraut
- 3 Saag's Kasseler Chops
- 3 Saag's Bavarian Bratwurst
- 3 Saag's German Franks

Layer half of the sauerkraut in the bottom of a medium-sized roasting pan. Arrange meat on top of sauerkraut and cover with remaining sauerkraut.

Cover and bake at 375° F for 1 hour. Mound the sauerkraut on a warm serving platter. Cut meats in half or thirds, if desired, and arrange on top.

Serve with a choice of Saag's mustards and rye bread.

Makes 6 entrée servings.

Sausages in Pilsner Mustard Sauce

Serve as a hot appetizer with rye toast or as an entrée with fresh coleslaw, crusty bread and butter. Pilsners make good companions to grilled foods and work well in recipes that call for smoked sausage.

- 12 ounces Pilsner beer
- 1 cup Saag's Sweet Dijon Mustard
- 1 teaspoon olive oil
- 1 medium red bell pepper, sliced
- 1 medium yellow onion, sliced
- 3 Saag's Swiss Bockwurst, cut into 1" slices
- 3 Saag's Smoked Bratwurst, cut into 1" slices

Combine beer and mustard in a small saucepan and heat to a simmer; reduce by half.

Sauté pepper and onion in olive oil over high heat for 1 minute; add sauce and cook for another minute. Stir in sliced sausages and pour into a greased 9" square baking pan.

Bake at 350° F for about 15 minutes or until bubbly.

Makes 6 entrée servings.

Oktoberfest Beer-Braised Sausage Palooza

This recipe calls for a Dunkel lager which gives this one-pot meal a deep caramelized flavor. You can substitute another dark lager. Plan ahead to allow for braising the vegetables a day in advance and about an hour to finish the dish.

- 1/4 pound bacon, cut crosswise into 1/4" pieces
- 2 medium onions, sliced thinly
- 4 pounds (8 cups) rinsed and drained sauerkraut
- 4 medium carrots, sliced 1/4" thick
- 5 cups Dunkel lager
- 1 cup chicken broth
- 3 bay leaves
- 1 teaspoon salt
- 1/2 teaspoon whole black peppercorns
- 4 Saag's Kielbasa, cut into thick slices
- 4 Saag's Bockwurst, cut into thick slices
- 4 Saag's Kasseler Chops

In a large heavy skillet cook the bacon over moderate heat, stirring, until golden. Pour off all but about 2 tablespoons drippings and add onions to the bacon. (Reserve the remaining drippings.) Cook, stirring, until onions are softened. Add the carrots and cook a few more minutes.

Press any remaining liquid from the sauerkraut. In a large flameproof roasting pan combine the sauerkraut with the bacon mixture, beer, broth, bay leaves, salt and peppercorns. Bring to a boil and boil 1 minute. Cover pan tightly with foil and place on the middle rack of a 325° F oven to braise for 4 hours.

(The dish can be prepared up to this point 1 day ahead. Remove the cover and cool before wrapping tightly, then store in the refrigerator. Reheat sauerkraut before proceeding.)

Heat 1 tablespoon of the reserved drippings in a heavy skillet over moderate heat until hot but not smoking and, in batches, brown the sausages. (Don't worry about heating them through.) Add all of the meats to the sauerkraut, partially submerging them. Cover tightly and continue braising 30 minutes. Transfer to a heated platter, discarding bay leaves.

Makes 6 servings.

Braised Red Cabbage & Apple

Simple and seasonal, this side dish brings cider, cider vinegar and chunks of sweet Gala or Fuji apples together for an Oktoberfest feast. Serve with browned Saag's sausage or Kasseler chops and Horseradish Mashed Potatoes.

- 2 garlic cloves, smashed
- 3 tablespoons butter
- 2 pounds red cabbage, cored and cut into 1" pieces
- 1 or 2 Gala or Fuji apples (8 to 12 ounces total weight), cored and cut into 1/2" pieces
- 1/2 cup apple cider
- 1 teaspoon salt
- 1/2 teaspoon freshly ground black pepper
- 1/2 teaspoon caraway seeds
- 1 1/2 tablespoons apple cider vinegar

Cook garlic in butter in a heavy skillet over medium heat, stirring, about 1 minute. Add all but the apple cider vinegar and cook, covered, stirring occasionally, until cabbage is tender, 15 to 20 minutes.

Add vinegar and cook, uncovered, stirring until liquid has evaporated, about 2 minutes. Season to taste with additional salt and pepper.

Makes 6 to 8 side dish servings.

Horseradish Mashed Potatoes

Use baking potatoes for a light and creamy texture. Adjust the milk and creamy horseradish to suit your preference.

- 2 1/2 pounds potatoes, halved if large
- 1/3 cup milk
- 1/2 pound (1 stick) butter, softened
- 1/2 cup Saag's Creamy Horseradish
- Salt and freshly ground black pepper

Put potatoes in a saucepan with cold water and 1/2 teaspoon salt and bring to a boil over medium heat. Boil until tender when pierced with a fork, 20 to 30 minutes. Drain well.

Peel or slip the skins off the potatoes and mash how you are accustomed to mashing potatoes – press through a ricer back into the pan and beat in remaining ingredients with a wooden spoon or combine all ingredients in the pan and mash with a potato masher or use an electric mixer. Season to taste with salt and freshly ground black pepper.

Makes 6 servings.

Warm German Potato Salad

Waxy potatoes work best for salad because they hold their shape. You'll find them sold as round red, yellow or white and various red varieties. Serve with Saag's Bavarian Bratwurst and Saag's Country Style Dijon Mustard.

- 2 pounds round red potatoes
- 4 strips bacon, chopped
- 1/4 cup chopped onion
- 1/2 cup white wine vinegar
- 1/4 cup chicken stock or water
- 1/2 cup olive oil
- 2 teaspoons coarse-grained mustard
- 1/4 cup sliced green onion, include the green parts
- 1 tablespoon chopped parsley

Put potatoes in a saucepan with cold water and 1/2 teaspoon salt and bring to a boil over medium heat. Boil until tender when pierced with a fork. Drain well; transfer to a warmed bowl and cover loosely with foil.

Fry bacon in a large skillet over medium heat until brown. Transfer bacon to paper towels. Reserve 2 tablespoons drippings. Add onion and sauté for about 3 minutes. Add the vinegar and stock and bring to a boil. Simmer for 3 minutes. Whisk in the olive oil. Stir in the remaining ingredients and remove from heat.

Slice potatoes into 1/4" slices and toss with the dressing and bacon. Traditionally served warm, but can also be served cold.

Makes 6 to 8 servings.

Soft Pretzels

A chewy soft pretzel is a welcome treat for Oktoberfest. Instead of coarse salt, sprinkle your custom-made pretzels with caraway, cumin or sesame seeds. Have a variety of mustards on hand for dipping.

- 1½ cups 115° F water
- 3¾ teaspoons active dry yeast
- 4 tablespoons unsalted butter, melted
- ½ cup whole wheat flour
- 2 tablespoons sugar
- 1 teaspoon salt
- 3¼ cups bread flour
- 4 cups hot water
- 5 teaspoons baking soda
- 1 large egg yolk mixed with 2 tsp. water for egg wash
- Coarse sea salt

Combine water and yeast in a warmed mixer bowl. When dissolved (about 5 minutes), stir in butter, then the whole wheat flour, sugar and salt. Gradually add 1½ cups of the flour, and beat about 4 minutes. Turn the dough onto a lightly floured surface and knead in remaining flour gradually until the dough loses its stickiness. Let dough rise in a covered greased bowl in a warm place for about 45 minutes.

Turn the dough out onto a lightly floured work surface and cut it into 14 equal portions. On an unfloured surface, roll the dough back and forth under your hands, moving your hands apart from the center as you roll 14 ropes that are 16" long, thicker in the middle and slightly tapered at the ends. Keep finished ropes covered with plastic as you work; let rest about 5 minutes.

Sprinkle parchment sheets with cornmeal. Starting with the rope that was rolled first loop into a twisted oval like a pretzel and pinch where the tapered ends meet the bottom. Repeat with the remaining pretzels and space about 1 inch apart on baking sheets. Let the pretzels stand, uncovered, in a warm place (90° F) just until they start to look puffy, about 10 minutes.

Preheat oven to 450° F. Lightly grease baking sheets and sprinkle with cornmeal.

Bring the water and baking soda to a boil (Do not use an aluminum pot for this.). With a slotted spatula carefully lower the pretzels, a few at a time, into the water 30 seconds per side. Remove from water and

pause for a moment to let water drip off, then place on baking sheets about 1 inch apart. Lightly brush the pretzels with egg wash and sprinkle with salt.

Bake until pretzels are puffed and browned, about 15 minutes. Transfer to a wire rack to cool. Serve warm or at room temperature.

Makes 14 large pretzels.

Layered Black Forest Dessert

We've deconstructed the Black Forest Cake into single servings for Oktoberfest and substituted lambic, a wheat beer with a light fruity essence, for the kirsch. Make the dessert the day of your party and refrigerate until it's time for dessert.

- 1¼ cups dried cherries
- ¾ cup fruit lambic beer, kirsch or brandy
- 2 cups heavy cream
- 18 chocolate cookies, about 2" in diameter
- 1¼ cups chocolate sauce or topping*
- 2 oz. bittersweet chocolate, coarsely chopped

Combine cherries and lambic beer in a bowl; set aside until cherries hydrate, about 20 minutes. Drain cherries and reserve lambic.

Beat ½ cup of the reserved lambic and cream together until medium peaks form.

Set up six 4" tall, 3" diameter glasses. In each glass crumble one cookie and then layer on top 1 rounded tablespoon whipped cream, 1 tablespoon chocolate sauce and a few soaked cherries. Repeat twice to make 3 complete layers. Refrigerate until ready to serve. Garnish with whipped cream and bittersweet chocolate.

Makes 6 servings.

*If using a chocolate topping, transfer to a small bowl and whisk in ¼ to ½ cup of the whipped cream to make a sauce consistency.

Guten Appetit!



For more information, recipes and to order Saag's specialty meats on-line, visit saags.com.

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