

March 2003

Dear Food Editor:

You've probably introduced your readers to roasted vegetables by now. But are they aware of roasting as a technique for fresh corn? They *should* be, because roasted Supersweet corn on the cob is an irresistible treat!

Sweet corn used to be just a summer fling. Today, thanks to Florida's mild climate, farmers plant and harvest Supersweet corn throughout the fall, winter and spring months, and send it fresh to markets. So there's no need to wait until July for crisp, sweet corn on the cob. It's in supermarkets right now—and the quality is great.

In this press kit, we give you three flavor-popping roasted corn recipes tested in our kitchens, a sidebar with basic roasting instructions and some great brush-ons for hot corn. Caribbean Fish and Fresh Corn Roast (a 4- x 5-inch black and white photo is enclosed; a 35 mm color slide is available upon request), Roasted Supersweet Corn Salsa and Ham-Wrapped Corn are not only quick to prepare but real family pleasers. Also in this kit is an offer for a new recipe leaflet your readers may send for and an announcement for the first-ever Fresh Ways with Supersweet Corn Recipe Contest.

As always, if you'd like more information, recipes or photos, feel free to contact me at 212-420-8808 or send an e-mail to [info@lewis-neale.com](mailto:info@lewis-neale.com). To download the press kit, please go to "media release" at [www.freshsupersweetcorn.com](http://www.freshsupersweetcorn.com).

Cordially,

Jason Stemm  
Account Executive

Enclosures

March 2003

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## **ROASTING BRINGS OUT THE BEST IN SUPERSWEET CORN**

When you want big flavor without a lot of fat or heavy seasoning, try roasting! The Supersweet corn now in season takes especially well to this easy technique. With about three times the natural sweetness of other varieties, the kernels caramelize beautifully when exposed to high heat.

**Caribbean Fish and Fresh Corn Roast** (pictured) shows off the advantages of roasting. Supersweet corn, other colorful veggies and fish are brushed with zesty Island seasonings, then roasted together for an easy, tasty dinner. Less than 30 minutes later, the dish is ready to serve with rice or crusty bread.

For a taste of the Southwest, dip into **Roasted Supersweet Corn Salsa**. Roasted fresh corn kernels are tossed with black beans, bell pepper and a cilantro-lime vinaigrette. This versatile salsa can go with grilled meat or fish, or over an omelet.

**Ham-Wrapped Corn** is an easy pick-up side dish or entrée guaranteed to please the pickiest eaters—especially the young ones.

Grown in Florida and Georgia, Supersweet corn is available in supermarkets from October into July—a super-long season because the farmers rotate plantings and harvests so corn is always in the market. When you see Supersweet corn in your supermarket, you know that it's crisp and sweet, fresh from the farm.

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If the ears are still in their husks, remove them with the silk, then wrap loosely in plastic and refrigerate. Corn purchased in plastic-wrapped trays can be chilled as is for three or four days. Supersweet corn stays sweeter longer than other varieties because its natural sugars convert to starch at a slower rate.

Is it a good idea to enjoy Supersweet corn often? You bet it is! Corn is a good source of vitamin C, thiamin, fiber and folic acid as well as powerful antioxidants that can help prevent heart disease, cancer and age-related macular degeneration. And a medium ear has only 75 calories, with virtually no fat.

For more information on fresh corn—and some great recipes, visit [www.freshsupersweetcorn.com](http://www.freshsupersweetcorn.com).

## CARIBBEAN FISH AND FRESH CORN ROAST

- 1/4 cup lime juice
- 1 tablespoon vegetable oil
- 1 to 2 teaspoons prepared Caribbean Jerk seasoning\*
- 1/4 teaspoon salt
- 2 medium-sized red and/or green bell peppers, cut lengthwise in 8 pieces
- 1-1/4 pounds halibut, cod or other thick, mild-flavored fish fillets, cut in 4 pieces
- 8 green onions (scallions), trimmed to 5 inches long
- 4 ears husked fresh Supersweet corn, cut in thirds

Preheat oven to 500°F. In a cup, combine lime juice, oil, Caribbean Jerk seasoning and salt. Place peppers on a rimmed baking sheet. Roast for 5 minutes. Add fish fillets, green onions and corn to pan with peppers; brush fish and vegetables with the lime juice mixture. Roast just until fish is cooked through, 10 to 12 minutes, turning once. Remove to a platter; garnish with lime wedges, if desired.

YIELD: 4 portions

\* To make your own seasoning blend: Combine 1 teaspoon dried thyme, 1/2 teaspoon ground allspice, 1/4 teaspoon ground red pepper and 1/4 teaspoon salt.

PHOTO #: SC-16

### **ROASTED SUPERSWEET CORN SALSA**

- 4 ears husked fresh Supersweet corn
- 2 tablespoons olive oil, divided
- 1 can (16 ounces) black beans, drained and rinsed
- 1 cup chopped sweet red bell pepper
- 2 tablespoons chopped fresh cilantro
- 3 tablespoons fresh lemon juice
- 1/2 to 1 teaspoon hot pepper sauce
- 1/2 teaspoon salt

Preheat oven to 500°F. Place ears in a roasting pan; brush with 1 tablespoon of the oil. Roast until corn is tender and some kernels begin to turn golden brown, 10 to 12 minutes, turning once; cool. With a sharp knife, cut kernels from ears (makes about 2 cups). In a large bowl, combine corn kernels, black beans, bell pepper, cilantro, lemon juice, hot pepper sauce, salt and the remaining 1 tablespoon oil. Serve chilled or at room temperature with grilled meat or fish, if desired.

YIELD: 5 cups

### **HAM-WRAPPED CORN**

- 4 ears husked fresh Supersweet corn
- 2 tablespoons honey mustard
- 4 thin slices deli ham (about 3 ounces)

Preheat oven to 500°F. Brush corn with honey mustard; wrap a slice of ham around the center of each ear. Place ears on a baking sheet; roast until kernels are golden and ham is crisp, 10 to 12 minutes.

YIELD: 4 portions

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## HOW TO ROAST SUPERSWEET CORN—AND GIVE THEM A BRUSH ON

Roasting Supersweet corn on the cob in your oven is super easy! Just rub the corn with a little oil, then place on a baking sheet and roast in a 500°F oven for 10 to 12 minutes, or until some kernels begin to turn golden brown. For even more fun, brush on one of these quick flavor enhancers (each one makes enough for six ears):

- **Orange-Soy Glaze**—Mix 1/4 cup orange marmalade and 1 tablespoon soy sauce.
- **Mustard Butter**—Blend 1 tablespoon Dijon-style mustard into half a stick of softened butter or margarine. Or, skip the butter and just brush on some honey mustard.
- **Pesto**—Spread each ear with about 1 tablespoon prepared pesto. That's all!
- **Herbed Oil**—Combine 1/4 cup olive oil, 2 tablespoons finely grated Parmesan cheese and 1/2 teaspoon dried, crushed oregano.
- **Avocado Spread** – Mash the flesh of one peeled and pitted ripe avocado with 1 teaspoon lime juice, 1/8 teaspoon salt and Tabasco to taste.
- **Sesame Rub**—Omit oil before cooking then cover roasted ears with a light coating of toasted sesame oil.

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**CAPTION**

For a simple but delicious one-dish meal, roast fish with fresh Supersweet corn and other vegetables.

**PHOTO #:** SC-16

**CREDIT:** Fresh Supersweet Corn Council

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## **LEAFLET OFFER**

### **Fresh Supersweet Corn—7 Ways for 7 Days**

The sun-ripened taste of fresh corn is guaranteed to brighten the spirits of everyone around your table. That's a good incentive to cook it often—and you can start right now, because fresh Supersweet corn is in your supermarket most of the year, from October to July. This corn keeps its sweetness longer than traditional corn and can be boiled, broiled, roasted, microwaved or even eaten uncooked. A new leaflet offers a variety of “corny” serving ideas, including recipes for Crunchy Supersweet Corn Salad, Roasted Supersweet Succotash and Hickory Broiled Supersweet Corn. The leaflet also provides nutrition information and helpful tips on selecting and storing fresh corn. To order this free leaflet, send a self-addressed, business-sized, stamped envelope (#10) to:

Fresh Supersweet Corn Council, 7 Ways for 7 Days, 49 E. 21 Street, 8<sup>th</sup> Floor,  
New York, NY 10010.

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## **FRESH WAYS WITH SUPERSWEET CORN RECIPE CONTEST**

Home cooks are invited to compete for \$3000 in prizes by submitting their best recipe with fresh Supersweet corn. Recipes can be a simple brush-on for whole ears, or the ears can be cut in sections and incorporated into a salad, soup, side or entrée; corn on the cob (whole or sectioned) must be included in the finished plating. Recipes will be judged on taste, originality, ease of preparation and effective use of fresh corn.

Entries can be faxed (212-254-2452), e-mailed ([freshcorncontest@lewis-neale.com](mailto:freshcorncontest@lewis-neale.com)) or mailed to the address below. All entries must be received by Thursday, May 1, 2003. For official contest rules, visit [www.freshsupersweetcorn.com](http://www.freshsupersweetcorn.com) or send a self-addressed, stamped, business-sized (#10) envelope to: Fresh Supersweet Corn Council, Recipe Contest Rules, 49 E. 21 Street, 8<sup>th</sup> Floor, New York, NY 10010.

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