



Processed Red Raspberry Flavor Guide

The pure choice for flavor innovation

Picked at the peak of ripeness, processed red raspberries are frozen within hours of harvest to maintain the fruit's sensory and nutrient integrity. The familiar and beloved raspberry inspires imagination for innovation and amazes the senses — all year and all across the menu.

redrazz.org

[home](#)

Chef's Muse



Discerning chefs select red raspberries first for many reasons: the unique perfume, an extraordinary depth of berry flavor, and a vibrant fruit acidity. A premium addition to menus, raspberry is the coveted flavor. Unlike so many other flavors and essences available, raspberry remains the pure choice for innovation. It is not easily duplicated or mimicked with artificial ingredients. The health benefits are an added bonus.

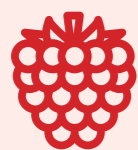
Raspberry transitions seamlessly from the kitchen to the bakeshop to the bar. That is the rarity of raspberry. Equally delicious partnered with smoky, piquant, sweet, and umami flavors, the raspberry's singular flavor, aroma, brightness, and color make it an essential ingredient for today's cured meat plates, grain and vegetable-based entrees, and desserts – as well as the classics.

–CHEF SHARON HAGE

Sharon Hage, menu and restaurant consultant, partners with local and national clients on menu upgrades, start-up menus, and brand concepts. Prior to consulting, Sharon was owner and operator of York Street Restaurant in East Dallas and was nominated for The James Beard Best Chef Southwest Award five years in a row. The New York Times regaled York Street Restaurant's fare with "if you eat only one place in Dallas..." The popular destination was listed as a Top Ten restaurant in Zagat every year it was in business, and it made Gourmet magazine's list of Top 50 Restaurants in the U.S. Sharon is a CIA grad who worked her way up the ladder, while sharpening her palate, in kitchens in New York City before returning to Dallas. She's an active member of Les Dames d'Escoffier and passionate about supporting local farms and producers, as well as bringing the farm to the classroom. Sharon's lifelong study and love of tea has fueled her exquisite sense of taste and menu development skill.

redrazz.org

[home](#)



INTRODUCTION



CHEF'S MUSE



1

BRING THE HEAT



2

THE ROOT OF IT



3

SETTING THE BAR



4

YOU SAY TOMATO



5

THE CURE



6

AGAINST THE GRAIN



7

FLOWER POWER



8

SWEET DREAMS

redrazz.org

[home](#)



PROCESSED RED RASPBERRY
FLAVOR GUIDE

Bring the Heat

PICO DE GALLO



+

BEET-HORSERADISH



+



KUNG PAO



+



CHIPOTLE MOP



+



COMPOTE



+



redrazz.org

[home](#)

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

home

Bring the Heat

PICO DE GALLO Raspberry's natural brightness makes a perfect partner to the heat of fresh serrano chilies and umami notes in tomatoes. Colorful yellow or heirloom tomatoes create a stunning visual contrast.

BEET-HORSERADISH The high fruit notes and subtle sweetness raspberries bring lends a perfect modern twist to this classic condiment. Beets bring the earth, horseradish brings the piquant, raspberry brings the contrast. Substitute raspberry for the beets altogether and focus less on the classic. A sour cream sauce with horseradish as usual with the addition of raspberry to color and balance the richness of the sour cream and the burn of the horseradish.

KUNG PAO Chefs apply the spicy sour-sweet kung pao to all manner of proteins these days. Raspberry counters peanuts' richness, balances the fire of dried red chili, and replaces hoisin.

CHIPOTLE MOP A blend of raspberry, smoky chipotle, a bit of citrus, salt, and roasted garlic makes a beautiful Mojo-style mop that can utilize less oil than the traditional. Perfect brushed on grilled or wood-fired poultry, pork, roast corn or any grilled vegetable.

COMPOTE Cranberry compote with raspberry and ginger (or anise) shows raspberry as the perfect mirror for cranberry's bright red-fruit acidity. Fresh and or dried cranberry, spiky ginger or star anise, old school orange or new school tropical and chilies bring the traditional holiday condiment up to date for use year-round.

The Root of It



+



BEET-GOAT
CHEESE SALAD

SWEET,
RICH



+



+



COMPLEMENT
POTATOES



ELEVATE
THE HUMBLE

redrazz.org

home

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

home

The Root of It

BEET-GOAT CHEESE SALAD Change this popular salad by marinating beets with raspberry, shallot, and vinegar, then toss with endive and top with a mild goat cheese. For a more upscale take, a Napolean-style presentation could be delivered beautifully with sliced/shaped beets marinated as above OR using gold or pink beets and seasoning the goat cheese with raspberry puree and a touch of fresh black pepper. Walnuts, candied or roasted, are the natural garnish.

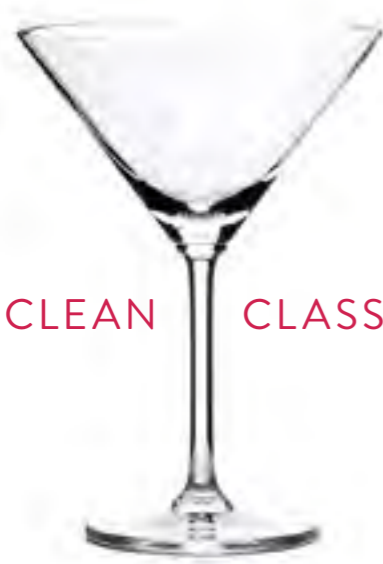
ONION Sweet spring onions, late winter cipollini, and year round shallots are great candidates for roasting or braising to bring out their natural, caramel sweetness. Raspberry puree combined with a bit of rich balsamic makes a perfect lacquer. Consider this to partner with red meat, pork or even charcuterie.

POTATO PANCAKE Raspberries stirred into chilled, homemade applesauce adds ruby color and a great complement to the rich and sweet notes. Make latkes with sweet potatoes subbed for a portion of the traditional potatoes in this dish. Season with warm and exotic spices like cardamom, allspice, and a pinch of turmeric or curry. Serve with raspberry apple or quince sauce. Raspberry puree added to the usual sour cream accompaniment is a natural fruit-based complement to the warm spices.

CARROTS Carrot salads, colored carrots, roasted roots of all sorts are popping up on menus across the country as chefs focus on elevating more humble ingredients and bringing vegetables to the center of the plate. Raspberries make a natural partner for the sweet, earthy tones of carrots both roasted and raw. Raspberry puree with a bit of pomegranate molasses makes a naturally sweet glaze for carrots hot from the oven or grill. Think of raspberry as the “surprise” garnish in a classic carrot-raisin slaw or a Mediterranean carrot-date salad.



Setting the Bar



CLEAN CLASSICS



CITRUS



BITTERS

+



+



+

RAZZY MARY



+



SODAS

redrazz.org

home

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

home

Setting the Bar

INFUSE Raspberry's deep ruby color and distinctive fruit perfume flavor lends itself to beautifully infused cocktails and mixers. Dilute raspberry puree/concentrate with water and freeze into the preferred shape of ice cube to keep drinks chilled and release fruit flavor into the drink.

CLEAN CLASSICS Shake up the classic "brown" Manhattan or Rob Roy by looking to raspberry as a clean, natural alternative to standard bar fruit.

POP FAVORITES Infusing raspberry into a simple syrup or agave preserves the natural essence of the berry and brings crave-ability to the ever-popular Margarita and Mojitas. Pureed or muddled raspberries add a beautiful and refreshing ruby layer to a premium Tequila Sunrise in place of the usual grenadine.

CITRUS Citrus (lemon, lime, orange, grapefruit) and raspberry partner naturally in the glass. Both add natural acidity. Citrus brings the bitter/sweet and raspberry the bright/sweet.

BITTERS Mixologists use bitters as the "salt" of the bar. DIY raspberry bitters enliven cocktails where Angostura would traditionally be used – infuse raspberry into a bitter base of neutral spirit steeped with licorice root and citrus peel and maybe a bit of black pepper, clove and chamomile. The botanical possibilities are endless. A Champagne cocktail with DIY raspberry bitters elevates brunch to a whole new level.

SODAS For daytime or family-friendly drink service, raspberry puree provides the perfect base for a refreshing natural soda so many modern, green-centric restaurants are favoring.

RAZZY MARY Raspberry juiced with celery, cucumber, green apple and jalapeno mimics the texture and key flavor notes of the best Bloody Mary mix. The Razy Mary is a truly inspired addition to a beverage menu.



You Say Tomato



+



WAKE UP TOMATO
FAVORITES:

- CAPRESE
- KETCHUP
- PIZZA

redrazz.org

[home](#)

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

home

You Say Tomato

CAPRESE Raspberry adds vivid color and high fruit notes to a salad of ripe heirloom tomatoes and creamy mozzarella or rich burrata. Use raspberries in either a simple puree or infused into a balsamic reduction to drizzle over the salad. Sharp arugula and pungent basil add balance.

KETCHUP Raspberries take this go-to condiment to sophisticated heights. House-made raspberry ketchup blends equal amounts of raspberry and tomato into the traditional sweet-sour-spice base. Raspberry's distinctive fruit and floral flavor shines in the mix and lifts the ketchup. New-school additions of chipotle, ginger, curry, star anise add interest.

Use raspberry ketchup with traditional hand-cut or sweet potato fries. Spread it on a chicken biscuit. Raspberry ketchup adds a layer of richness to leaner grass fed beef or bison burgers, and it's a natural partner for turkey and venison burgers, even added to the base for trendy duck Sloppy Joes. Raspberry ketchup makes a perfect base for a mop on ribs, hot links, even lamb with a touch of garlic and rosemary.

PIZZA Raspberries bring the "wake-up" to pizza. Old school style tomato sauce, mozzarella, and ham or prosciutto combine to form a perfect salty backdrop for the punch of raspberry crumbles scattered on the sauce. Non-traditional toppings, such as pulled chicken (roasted or smoked), and whole grain crusts topped with goat or ricotta cheeses alongside the mozzarella are also ripe for elevation with a drizzle of raspberry.



The Cure



GRAVLAX



GLAZED HAM



SAVORY
CHARCUTERIE



SALT,
SWEET,
SMOKE

redrazz.org

home

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

home

The Cure

GRAVLAX Add a layer of raspberry to the salt, sugar, and pepper basics of curing. It adds a beautiful rosy color and bright acidity to balance the salt of the cure and the fat of the salmon.

HAM Raspberry redevye pan sauce adds dimension the country style ham favored at the breakfast table. Even a smear of raspberry conserve on a ham and egg croissant or biscuit elevates this popular hand-held breakfast to a more sophisticated level. Raspberry glaze, traditionally sweetened with brown sugar or maple syrup, or globalized with chile heat and fruit molasses enlivens ham on a holiday menu.

BACON The salt, sweet, and smoke pairs with both the bright and the sweet floral side of raspberry. Add raspberry puree to mayo for a smoked turkey and bacon club or an artisan BLT. IQF or crumbles are the ideal mix-in for bacon-raspberry breakfast scones and bacon, Swiss and raspberry frittata.

CHARCUTERIE The cured meat and charcuterie platters so popular on restaurant and lounge menus are the perfect “meaty” palette to show the beautiful balance raspberry brings to the savory side of the menu. Utilizing raspberry in spiced compote, house-made vegetable pickles, fruit molasses or vin cotto-type condiments adds brightness in color and mouthfeel to traditional old-world *salumi* or today’s in-house charcuterie programs featuring highly spiced local goat, heirloom, pork, duck.

Against the Grain



WILD RICE



TEFF



BULGUR



QUINOA



SPELT

redrazz.org

home

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

[home](#)

Against the Grain

VEGGIE BURGERS The addition of raspberry to the rice-bean-grain mixture of a veggie burger brings the beautiful rosy color of traditional beef to this vegetarian staple. Raspberry also marries seamlessly with the typical spices (coriander, cumin, paprika) favored to flavor grain blends. A raspberry veggie burger seared on the griddle with a traditional melting cheese like provolone or muenster (or vegan/nut-based cheeses), crisp greens and a toasted bun is a delicious meal with enough umami to satisfy meat lovers.

DRESSING Wild rice dressing with raspberry and the classic aromatics isn't just for Thanksgiving. The raspberry addition to this traditional recipe enhances the pairing with the usual fuller-flavored birds and brings a floral note that works beautifully with lean chicken breast, pork, even salmon.

PILAF Utilize the resurgent heirloom grains (einkorn, emmer, spelt, teff, quinoa) with a base of gently caramelized onions and vegetable or meat stock. Finish the pilaf with butternut squash or diced sweet potato and minced leafy greens. Fold in raspberries right before serving or scattered on top for a delicious lunch or side dish that complements any type of meat, fish or egg main dish.

TABBOULEH Substitute raspberries any time of year for the usual tomatoes in this ancient Middle Eastern parsley salad. The raspberry blends perfectly with the lemon and olive oil dressing to make a beautiful, refreshing partner for the torn mint and earthy bulgur wheat.

Flower Power

RASPBERRY
HIBISCUS
FRUIT SOUP,
POPSICLE



RASPBERRY
SORBET,
MACAROONS,
JAM

RASPBERRY
VANILLA
CUSTARD



redrazz.org

home

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

[home](#)

Flower Power

ROSE Rose and raspberry make a happy marriage. A subtle use of rose highlights raspberries bouquet in sorbet, macaroon, jam, and house-crafted drink syrups.

HIBISCUS Hibiscus and raspberry form the perfect mirror. Create an elegant palate refresher, seasonal fruit soup, or modern popsicle.

VANILLA Vanilla's exotic and raspberry's sophisticated scents make for a harmonious blend. Apply to custards and also on the savory side where vanilla has been used to enhance roasted fish and lobster.

Sweet Dreams

UPSIDE DOWN
CAKE



PIES



SHORTCAKE

GLUTEN-FREE
FAVORITES



CHOCOLATE,
OF COURSE



TIRAMISU



redrazz.org

home

PROCESSED RED RASPBERRY FLAVOR GUIDE

INTRO

CHEF'S MUSE

1. BRING THE HEAT
2. THE ROOT OF IT
3. SETTING THE BAR
4. YOU SAY TOMATO
5. THE CURE
6. AGAINST THE GRAIN
7. FLOWER POWER
8. SWEET DREAMS

NATIONAL PROCESSED
RASPBERRY COUNCIL

redrazz.org

LEARN
MORE

[home](#)

Sweet Dreams

UPSIDE DOWN CAKE Raspberry, as a substitute or addition for pineapple, complements the lush butter cake and brightens the sweet caramel.

PIE Alongside rhubarb, raspberry adds a floral note and sweetness in traditional, custard and hand-held pies.

SHORTCAKE Raspberries take center stage in this standby with biscuit or angel food cake.

GLUTEN SENSITIVE The depth of raspberry's flavor satisfies as a topping for pavlova, as the kiss in meringue kisses, when folded into fools, and layered in parfaits.

TIRAMISU Bring back the tiramisu craze with today's local, small roaster coffee and beautiful layers of raspberry "crush."

CHOCOLATE, OF COURSE Staples like mousse and truffles, but why not bury raspberry in the center of a molten chocolate cake.