FREE SHIPPING on orders of $50.00 or more!
Offer expires 12/31/20  PROMO code: 2020DM
Enter at checkout.

Watkins1868.com
Dear Friends,

For 152 years, we have been producing only the finest natural products. All of us at The Watkins Company want to extend our heartfelt thanks for putting your trust in us. Just as our founder J.R. Watkins did when he started this great company in 1868, we strive to give you nothing but the best. Although there have been many changes throughout our long history, what remains a constant are the guiding principles listed below. More than a century ago, our founder called these the “Watkins Way”.

We are proud to carry on J.R. Watkins’ vision and continue to believe that his way, the Watkins Way, is what makes The Watkins Company and our products so special.

Thank you again for being a part of this 152 year old tradition.

Yours truly,

Mark Jacobs, CEO

The Watkins Way

Based on our Founders Principles established over 100 years ago and our goal to be America's most trusted natural products company.

The Highest Quality
We source only the best ingredients worldwide to meet our premium quality standards.

The Best Value
We offer exceptional value for a premium, quality product.

The Neatest Package
We strive to provide a package that is authentic, stylish and convenient for our customers.

The Best Delivery
We aim to exceed our customers’ expectations.

The Squarest Terms
We promise to get it right or make it right.

The Fairest Treatment
We treat our customers, our employees and our partners with respect.

The Greatest Uniformity
We provide products that consistently meet our high standards.

The Strictest Integrity
We stick consistently with our values.

The Broadest Guarantee
We invented the money back guarantee in 1868 and continue to stand behind it today.

All of the above Points of Superiority make up THE WATKINS WAY, and you will agree that it is a good way.

Our Commitment to Natural, Safe and Responsible products.

Watkins offers products that deliver a superior experience, using environmentally-friendly and responsible ingredients and packaging.

Environmentally-responsible packaging.
We avoid excess packaging, and utilize recyclable, eco-friendly materials.

Look for the following seals on our products:

Food bearing this logo has been reviewed and approved that it meets the certified organic requirements designated by the USDA.

Extracts and flavorings are Made in the USA, Non-GMO, Gluten Free and Corn Syrup Free.

Food items bearing the Kosher symbol have been developed in accordance with Jewish Dietary Laws and adheres to stringent kosher standards.

Want the inside scoop on what’s happening at Watkins?
Be social! Join the conversation.

Watkins 1868 / @Watkins1868
Watkins 1868 / @Watkins1868
Watkins 1868 / @Watkins_1868
Watkins 1868 / @Watkins.1868

Satisfaction Guaranteed
If a Watkins product used in your home is, for any reason, considered unsatisfactory, please contact Customer Satisfaction Assurance at 1-800-243-9423 for a full refund of the purchase price.
All Natural Original Gourmet Baking Vanilla®
A. Made with the finest pure vanilla extract and blended with only natural ingredients, our Baking Vanilla is the same quality you’ve trusted for years—only now all natural! It has the same extra rich flavor that won't bake out or freeze out, and does not contain any artificial colors or flavors.
01008 (11 fl oz/325 mL) $17.49 Value Size!
21222 (8 fl oz/236 mL) $12.99
21223 (4 fl oz/118 mL) $8.99
60381 (2 fl oz/59 mL) $5.99
60401 (1 fl oz/29 mL) $3.49

Clear Vanilla Flavor®
B. Our famous formula provides gourmet flavor that does not bake or freeze out—without color. A baking staple ideal for any recipe that needs to be pure white like cakes, frostings, ice cream and more.
01007 (11 fl oz/325 mL) $10.99 Value Size!
60389 (2 fl oz/59 mL) $3.49

Pure Vanilla Extract®
C. Did you know it takes nearly a pound of precious vanilla beans to make one gallon of vanilla extract? We source only the finest grade vanilla beans and age them to perfection following our time-honored process. Every bottle of this exquisite, 100% pure vanilla is expertly crafted to award-winning standards.
01012 (11 fl oz/325 mL) $29.99
21224 (4 fl oz/118 mL) $15.99
60387 (2 fl oz/59 mL) $9.99
60400 (1 fl oz/29 mL) $6.99

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**Watkins Cinnamon Vanilla Macarons (featured on front cover)**

2 cups/500 mL powdered sugar
1 cup/250 mL almond flour
3 large egg whites, room temperature
1/8 tsp/0.6 mL salt
3 tbsp/45 mL granulated sugar
1/2 tsp/2.5 mL Watkins All Natural Original Gourmet Baking Vanilla®
2 tsp/10 mL Watkins Organic Ground Cinnamon

Filling
1/2 cup/125 mL butter, softened
1/4 cup/60 mL brown sugar, packed
3/4 cup/180 mL powdered sugar
1/2 tsp/2.5 mL Watkins All Natural Original Gourmet Baking Vanilla®
1/2 tsp/2.5 mL Watkins Organic Ground Cinnamon

Preheat oven to 325°F/160°C

Place powdered sugar and almond flour in food processor or blender. Pulse 30 seconds until a fine texture. Set aside.

In a stand mixer, beat egg whites, salt and vanilla together on medium speed. Switch to high and beat until stiff peaks form. Fold in the sugar 1 tbsp/15 mL at a time. Fold the sugar/flour mixture into the egg whites until combined. Mixture will be smooth, sticky and glossy when done. Let batter rest for 10-30 minutes.

Place 2-3 baking sheets on ungreased parchment paper. Preheat oven to 325°F/160°C. Place the sheets on a baking sheet. Gently tap the sheets to release bubbles. Sprinkle cinnamon on top of each. Let cookies rest for 45-60 minutes.

Bake sheets, one at a time, for 10 minutes each. Allow cookies to cool completely before removing from pans and assembling with filling.

Filling: Mix butter and brown sugar for one minute on high speed, until smooth and creamy. Beat in powdered sugar until blended and then add vanilla and cinnamon. Mix to blend.
**Baker’s-Sized Extracts**
A. Enjoy your favorite extracts in large, value sizes. Perfect to have on-hand for those recipes you make often or in big batches! (11 fl oz/325 mL)

- 01010 Butter $11.99
- 21905 Coconut $13.99 — NEW
- 01011 Pure Lemon $12.99
- 01015 Pure Almond $14.99
- 01012 Pure Vanilla $29.99

**Pure Extracts®**
B. Our pure extracts are made from natural oils, so they are free of artificial colors and flavors. For pure flavor, come to Watkins. (2 fl oz/59 mL)

- 60430 Pure Anise
- 60395 Pure Lemon
- 60437 Pure Mint
- 60392 Pure Orange
- 60394 Pure Peppermint
- 60368 Pure Cinnamon
- 60379 Pure Coffee
- 60391 Pure Almond $4.99

$3.79 each

**Gourmet Extracts and Flavorings, 2 fl. oz.**
C. These quality extracts and flavors are concentrated—and all backed by the same expertise that has made Watkins Vanilla the choice of generations. (2 fl oz/59 mL)

- 60305 Butter Vanilla
- 60304 Cream Cheese
- 60303 Red Velvet
- 60389 Clear Vanilla Flavor $3.49 each

- 60431 Banana
- 60432 Butter
- 60433 Cherry
- 60435 Coconut
- 60436 Maple
- 60438 Raspberry
- 60439 Root Beer
- 60440 Rum
- 60441 Strawberry
- 60445 Caramel
- 60383 Chai
- 60382 Maple Bacon
- 60452 Pumpkin Spice

$4.49 each

- 60381 All Natural Original Gourmet Baking Vanilla® $5.99

Sourced from every corner of the world, Watkins has been bringing the finest ingredients to your kitchen for over 100 years. More than just delicious, our award-winning extracts and flavorings are Made in the USA, Non-GMO, Gluten Free, Organic and Corn Syrup Free. They are perfect for desserts, drinks and more!
Organic Extracts
D-E. Made using only the finest organic ingredients, Watkins is committed to bringing natural and superior flavor to market with our Organic Extract Line in top extract flavors.

(2 fl oz/59 mL)
60201 Organic Almond ®
60202 Organic Pure Lemon ®
$5.99 each

60204 Organic Original Gourmet Baking Vanilla* ® $6.99 — NEW *

60200 Organic Pure Vanilla ®
$10.99

* Coming Spring 2020

Gourmet Extracts and Flavorings, 4 fl. oz. ®
F. Your favorite extracts are now available in a 4 fl. oz size offering, to ensure you have supply available for your larger baking projects! (4 fl oz/118 mL)

21225 Pure Almond $7.49
21223 All Natural Original Gourmet Baking Vanilla® $8.99
21224 Pure Vanilla $15.99

Food Service Extracts ®—NEW
G. Your favorite extracts are now available in a new, larger size! The same high quality extracts you have come to expect from Watkins, in convenient 32 fluid ounce bottles. (32 fl oz/946 mL)

21902 Vanilla Flavor $15.99
21904 Pure Lemon $27.99
21903 Pure Almond $29.99
21901 All Natural Original Gourmet Baking Vanilla® $64.99
21900 Pure Vanilla $94.99
# CUSTOMER ORDER SUMMARY

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For shipping restrictions to US Territories such as Alaska, Guam, Hawaii, Puerto Rico, US Virgin Islands, as well as APO/FPO, please contact 1-800-928-5467, or refer to Watkins1868.com Shipping Policy.

Mail your order to:
WATKINS INCORPORATED - BIN # 135063
PO BOX 1150
MINNEAPOLIS, MN
55480-1150

Shipping: Place appropriate amount in box:
$9.95 for orders up to $50.00
Or FREE with orders of $50.00 or more

TOTAL $______

Applicable tax on shipping & handling $______
Add applicable state, city, and local tax $______

TOTAL $______

**PLEASE CHECK HOW YOU WISH TO PAY:**

- [ ] Charge to my Debit Card: Visa (13 or 16 digits)
- [ ] Charge to my Credit Card: Visa (16 digits)
- [ ] MasterCard (16 digits)
- [ ] American Express (15 digits)
- [ ] Discover (16 digits)

Credit Card Number: ____________________________ Expiration Date: __________ Security Code: __________

Signature: __________________________________________________________________________

Watkins no longer accepts Checks or Money Orders.

**Offer valid thru 12/31/20**

**PROMO CODE 2020DM**

Offer valid only at Watkins1868.com through midnight of 12/31/20. Offer can be used multiple times. All promotions are void where prohibited by law. Offer may not be combined with any other offers, coupons, or discounts. Subject to change without notice. Offer not valid for Independent Watkins Consultants, retail accounts, or customers serviced by Independent Consultants.

**New**

**Eco-Friendly Reusable Bag—NEW**

A. Never use harmful plastic bags again! Instead, opt for this eco-friendly bag that can hold up to 20 pounds.
It’s perfect for the grocery store, a trip to the mall, a stop at the gym or even as an overnight bag.

**09702 $4.99**

6 Watkins1868.com
Pure Ground Cinnamon®
B. Our award-winning cinnamon has been a part of family rituals for more than 100 years. Watkins cinnamon is made of premium Korintje cinnamon with high essential oils.
01115 (6 oz/170 g) $9.49

Decorating Sugars and Sprinkles®
C. Watkins decorating sugars and sprinkles are free from artificial dyes, making them the perfect partner for our Natural Food Coloring. Made with natural colorings, our sugars and sprinkles are vibrant without using FD&C colors.

Sugars
- 21702 Red (4.7 oz/134 g) $5.99 each
- 21703 Green (4.2 oz/121 g) $5.99 each
- 21704 Rainbow (4.6 oz/131 g) $5.99 each

Sprinkles
- 21701 Chocolate (3.5 oz/100 g) $5.99 each
- 21700 Rainbow (3.4 oz/98 g) $5.99 each

Natural Food Coloring
D. Derived from pure vegetable juices and spices, our food coloring is naturally free from artificial FD&C colors. Other dye free coloring options can involve fussy powders you need to mix, but our colors are easy-to-use liquids. Simply add drops of color to brighten-up frostings, cakes, and more. Gluten Free.
60350 Assorted: Red, Yellow, Green, Blue (4-0.3 fl oz Bottles, 1.2 fl oz/35 mL) $8.99

Natural Food Coloring Singles
E. Get ready to tackle those big baking projects! By popular demand your favorite food colorings are now available in larger size singles. (1 fl oz/29 mL)
- 60353 Red
- 60354 Green
$5.99 each
A. The Watkins Company brings you the very best spices from around the world. Sourced from the highest quality organic herbs and spices, our Organic Spice Line brings your cooking to life.

21603 Chili Powder (2.9 oz/85 g)
21604 Cilantro Leaves (0.63 oz/18 g)
21605 Ground Cinnamon (2.5 oz/71 g)
21607 Ground Cumin (2.8 oz/82 g)
21610 Onion Powder (2.8 oz/82 g)
21611 Oregano Leaves (0.77 oz/22 g)
21614 Crushed Red Pepper (1.6 oz/48 g)
21635 Rosemary (1.4 oz/42 g)
21627 Rubbed Sage (0.70 oz/20 g)
21615 Thyme Leaves (1.26 oz/36 g)

$4.99 each

21619 Basil Leaves (0.71 oz/20 g)
21602 Ground Black Pepper (2.8 oz/80 g)
21629 Ground Turmeric (2.4 oz/70 g)
21612 Paprika (2.9 oz/85 g)
21613 Parsley Flakes (0.59 oz/17 g)

$5.49 each

21601 Bay Leaves (0.17 oz/4.9 g)
21639 Whole Black Peppercorns (2.6 oz/75 g) — NEW **
21620 Cayenne Pepper (2.4 oz/68 g)
21621 Cinnamon Sticks (1.2/34 g)
21622 Curry Powder (2.6 oz/74 g)
21623 Dill Weed (0.78 oz/22 g)
21608 Garlic Powder (3.1 oz/90 g)
21625 Ground Ginger (2.0 oz/58 g)
21630 Fine Himalayan Pink Salt (5.7 oz/163 g)*
21626 Ground Mustard (2.6 oz/75 g)
21628 Sesame Seeds 2.8 oz/80 g)
21637 Smoked Paprika (2.4 oz/68 g) — NEW **

$5.99 each

21606 Ground Cloves (2.4 oz/69 g)
21643 Whole Cloves (1.5 oz/42 g) — NEW **
21624 Garlic Salt (4.9 oz/141 g)
21609 Ground Nutmeg (2.8 oz/82 g)

$6.99 each

* Organic Claim not applicable
** Coming Spring 2020

B. Our Gold Medal-winning Black Pepper is blended with the highest quality herbs and spices to bring superior flavor to your cooking and grilling. These blends are versatile and bold.

21616 Lemon Pepper Blend (3.6 oz/104 g)
21618 Seafood & Poultry Seasoning (3.3 oz/94 g)
21617 Steak Seasoning (3.3 oz/94 g)

$5.99 each
Organic & Non-GMO Grinders

C. The full flavors of freshly ground organic spices are only a twist away with our Organic and Non-GMO grinders. Our adjustable grinder is pretty enough to sit tableside and lets you tailor the coarseness to your taste.

- 21682 Himalayan Pink Salt (5.7 oz/161 g)*
- 21683 Mediterranean Sea Salt (5.3 oz/150 g)*

$5.99 each

- 21681 Black Peppercorn (2.6 oz/75 g)
- 21680 Peppercorn Blend (2.4 oz/69 g)
- 21684 Garlic Salt (4.3 oz/123 g)
- 21685 Garlic Peppercorn (2.7 oz/79 g)

$7.99 each

* Organic Claim not applicable

Soup and Gravy Bases

D. Whip up delicious stocks, gravies and sauces with ease. Wholesome ingredients provide homemade flavor without the expense of canned soups and saltiness of bouillon cubes.

- 21175 Beef (8.29 oz/235 g)
- 21176 Chicken (8.29 oz/235 g)
- 21178 Onion (8.64 oz/245 g)

$10.99 each

Cooking Spray

E. Non-stick butter-flavored cooking spray lets you achieve virtually fat-free cooking. Nearly 1,600 servings per can!

- 01040 (14 oz/397 g) $9.99

Organic Seasoning Blends

F. Handcrafted to deliver all the flavor you expect from Watkins, our organic blends enhance any dish you create. Our highest quality is only a dash, sprinkle or shake away!

- 21649 Potato Salad Seasoning (4.1 oz/116 g) $4.99 — NEW **
- 21644 Adobo Seasoning (4.1 oz/116 g) — NEW **
- 21646 Chai Powder (4.0 oz/113 g) — NEW **
- 21636 Everything Bagel Sesame Seasoning Blend (3.0 oz/85 g)
- 21645 Harissa Seasoning (2.5 oz/70 g) — NEW **
- 21634 Italian Seasoning (1.2 oz/34 g)
- 21631 Seasonings with Salt (4.2 oz/120 g)

$5.99 each

- 21633 All Purpose Seasoning Salt-Free (2.7 oz/78 g) $6.99
- 21641 IPA Seasoning (3.6 oz/102 g) $7.99 — NEW **
- 21647 Vanilla Powder (3.4 oz/96 g) $11.99 — NEW **

** Coming Spring 2020
Organic Food Service Spices —NEW

A. Your favorite Organic Spices, Herbs and Blends are now available in larger sizes.
Great for those flavors used often!

- 21819 Basil Leaves (4.9 oz/139 g) $7.99
- 21811 Oregano Leaves (6.5 oz/184 g)
- 21814 Crushed Red Pepper (9.5 oz/269 g)
  $11.99 each
- 21810 Onion Powder (22.0 oz/624 g) $12.99
- 21813 Parsley Flakes (4.7 oz/133 g) $13.99
- 21803 Chili Powder (16.1 oz/456 g)
- 21805 Ground Cinnamon (14.7 oz/417 g)
  $14.99 each
- 21808 Garlic Powder (22.0 oz/624 g) $16.99
- 21820 Cayenne Pepper (16.5 oz/468 g) $17.99
- 21807 Ground Cumin (16.8 oz/476 g) $20.99
- 21812 Paprika (16.8 oz/476 g) $22.99
- 21824 Garlic Salt (36.9 oz/1046 g) $23.99
- 21802 Ground Black Pepper (15.7 oz/445 g) $27.99
- 21806 Ground Cloves (15.9 oz/451 g)
- 21809 Ground Nutmeg (17.5 oz/496 g)
  $34.99 each

Pure Ground Black Pepper

B. We select only the finest sources of premium-grade, top-quality peppercorns with high essential oil content. Experience the Gold Medal-winning taste of the most flavorful pepper on the market.

- 60396 (2 oz/56 g) $3.99
- 00581 (4 oz/113 g) $6.29
- 01140 (6 oz/170 g) $9.99
- 01141 (12 oz/340 g) $16.49

Now available in Organic (not shown)

- 00582 (4 oz/113 g) $6.29

In 1928, Watkins was awarded the Gold Medal-Grand Prize at the 1928 Paris International Exposition for outstanding Vanilla Extract, Pepper and Cinnamon.
Organic Salad Dressing Mixes—**NEW**
C. Now make your favorite salad dressings at home! Enjoy a cool and creamy Ranch Dressing or a zesty Italian in the same convenient no-measure, one-time use pouches you have come to expect from Watkins. USDA Organic Certified and Non-GMO Project Verified.

Purchase in a quantity of 12 eaches, same flavor, to receive a display box for convenient organization.

06719 Organic Italian (0.85 oz/24 g)
06718 Organic Ranch (0.85 oz/24 g)

(Non-GMO claim not applicable)

$1.89 each

** Coming Spring 2020

Gourmet Seasoning Mixes
These convenient no-measure, one-time use pouches ensure you have the perfect recipe every time.

Purchase in a quantity of 12 eaches*, same flavor, to receive a display box for convenient organization (not shown).

**Coming Spring 2020

Organic
D. Top selling flavors in our seasoning mix, now USDA Organic Certified and Non-GMO Project Verified.

06710 Organic Chili Seasoning (1.25 oz/35 g)
06711 Organic Fajita Seasoning (1.02 oz/29 g)
06703 Organic Taco Seasoning (1.25 oz/35 g)

$1.59 each

06712 Organic Country Gravy (2.82 oz/80 g) $2.49

(Non-GMO claim not applicable)

Traditional (not shown)
Made with natural spices and no artificial flavors.

06691 Brown Gravy (0.85 oz/24 g) $0.99
06694 Chicken Gravy (0.87 oz/24 g)
06693 Turkey Gravy (0.85 oz/24 g)

$1.39 each

06698 Country Gravy (2.61 oz/74 g) $1.49

Limited Quantities

* Country Gravy Tray in quantities of 6 each

** Coming Spring 2020
New

Organic Gourmet Dip Mixes ©

NEW

Bring classic blends of organic spices and herbs into the kitchen to create your own rich and savory gourmet dips, spreads and more with Watkins Organic Dip Mixes. These convenient no-measure, one-time use pouches are USDA Organic Certified and Non-GMO Project Verified.

Purchase in a quantity of 12 eaches, same flavor, to receive a display box for convenient organization (shown below).

- 06708 Organic Cucumber & Dill (0.95 oz/27 g)
- 06709 Organic Garlic & Dill (0.74 oz/21 g)
- 06704 Organic Guacamole (0.63 oz/18 g)
- 06707 Organic Onion (1.0 oz/28 g)
- 06706 Organic Ranch (0.71 oz/20 g)
- 06705 Organic Salsa & Sour Cream (1.23 oz/35 g)

$1.99 each