FREE SHIPPING on orders of $50.00 or more!
Offer expires 12/31/19  PROMO code: 2019DM
Enter at checkout.
Dear Friends,

For 151 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 151 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.

---

In 1928, Watkins was awarded the Gold Medal-Grand Prize at the 1928 Paris International Exposition for outstanding Vanilla Extract, Pepper and Cinnamon.

---

Want the inside scoop on what’s happening at Watkins?

Be social! Join the conversation.

- Watkins 1868 / @Watkins1868
- Watkins 1868 / @Watkins_1868
- Watkins 1868 / @Watkins1868

---

*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.

---

On the Cover:

The recipe for Chocolate Cinnamon Cupcakes is featured at right on Page 3.
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*—NEW
- 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.

- 60400 (1 fl oz/29 mL) $6.99
- 60387 (2 fl oz/59 mL) $9.99
- 21224 (4 fl oz/118 mL) $15.99*—NEW
- 01012 (11 fl oz/325 mL) $29.99

*Coming April 2019

Chocolate Cinnamon Cupcakes

- 2 2/3 cups/640 mL all-purpose flour
- 1 tsp/5 mL baking powder
- 1 1/2 cups/350 mL baking cocoa
- 1 tbsp/15 mL Watkins Organic Ground Cinnamon
- 1/2 tsp/7.5 mL Watkins Mediterranean Sea Salt, ground
- 1 tsp/5 mL baking soda
- 3 1/2 cups/820 mL sugar
- 1 1/4 cups/300 mL freshly brewed coffee, cooled to room temperature
- 1 1/4 cups/300 mL buttermilk
- 3/4 cup/180 mL cooking oil
- 1 tbsp/15 mL Watkins All Natural Original Gourmet Baking Vanilla®
- 2 large eggs
- 1 1/4 cups/300 mL mini chocolate chips, lightly dusted with flour*

In a large bowl, sift flour, baking powder, baking cocoa, cinnamon, salt, and baking soda. Combine sugar, coffee, buttermilk, cooking oil, vanilla, eggs, and egg yolks in another large bowl. Beat until the egg mixture is blended. Add dry ingredients and beat on medium speed until well blended, about 4 minutes. Stir in chocolate chips.

Heat oven to 325°F/165°C. Spoon batter into cupcake papers, filling about 2/3 full. Bake until the center of the cupcake is firm to the touch; about 26-28 minutes. Makes 3-4 dozen cupcakes or about 90 mini cupcakes (bake 20-22 minutes). If desired, frost with a simple vanilla butter cream frosting with chocolate swirl topping.

* Dusting chocolate chips lightly with flour helps the chocolate chips from going to the bottom of the bowl.
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

Pure Extracts
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 60368 Pure Cinnamon
60395 Pure Lemon 60379 Pure Coffee
60437 Pure Mint 60371 Pure Lime—Limited Quantities
60392 Pure Orange
60394 Pure Peppermint $4.49 each

$3.79 each

60391 Pure Almond $4.99

Gourmet Extracts and Flavorings
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 — NEW
60304 Cream Cheese — NEW
60303 Red Velvet — NEW
60389 Clear Vanilla Flavor

$3.49 each

60431 Banana 60445 Caramel
60432 Butter 60383 Chai — NEW
60433 Cherry 60378 Hazelnut—Limited Quantities
60435 Coconut 60382 Maple Bacon — NEW
60436 Maple 60452 Pumpkin Spice
60438 Raspberry $4.49 each
60439 Root Beer
60440 Rum
60441 Strawberry

$3.79 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 and Corn Syrup Free. They are perfect for desserts, drinks and more!
Expanded Extract Size Offering*—NEW

H. Your favorite extracts are now available in a new 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

* Coming April 2019

Pure Ground Cinnamon®

D. Our award-winning cinnamon has been a part of family rituals for more than 100 years. Watkins cinnamon is made of premium cassia cinnamon with high essential oils.

- 01115 (6 oz/170 g) $9.49

Pure Ground Black Pepper

E. 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

New available in Organic*—NEW

F. 00582 (4 oz/113 g) $6.29

* Coming April 2019

Organic Extracts®—NEW

G. Made using only the finest organic ingredients, Watkins is committed to bringing natural and superior flavor to market with the introduction of our Organic Extract Line in top extract flavors. (2 fl oz/59 mL)

- 60201 Organic Almond $5.99 each
- 60202 Organic Pure Lemon $5.99 each
- 60200 Organic Pure Vanilla $10.99

* Coming March 2019
# CUSTOMER ORDER SUMMARY

<table>
<thead>
<tr>
<th>Article Number</th>
<th>How Many</th>
<th>Description</th>
<th>Price Each</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 retail for items $**

**Applicable tax on shipping & handling**

**Add applicable state, city, and local tax**

**TOTAL $**

Please check how you wish to pay:
- Charge to my Credit Card: (Sorry, no C.O.D. orders)
- Visa (13 or 16 digits)
- MasterCard (16 digits)
- Discover (16 digits)
- American Express (15 digits)
- Credit Card Number: ____________________________
- Expiration Date: ______/____
- Security Code: ___________

Signature: __________________________________________________________________________

Ordered by: (Please print clearly)  

Name: ____________________________
Customer ID #: ____________________________
Address: ____________________________
(No P.O. Boxes)
City: ____________________________
State: ____________________________
Zip Code: ____________________________
Day Phone (_____): ____________________________
Evening Phone (_____): ____________________________
(Include Area Code)
E-mail: ____________________________

Ship to: (Only if different from “Ordered by”)  

Name: ____________________________
Customer ID #: ____________________________
Address: ____________________________
(No P.O. Boxes)
City: ____________________________
State: ____________________________
Zip Code: ____________________________
Day Phone (_____): ____________________________
Evening Phone (_____): ____________________________
(Include Area Code)
E-mail: ____________________________

**PROMO CODE 2019DM**

**Offer valid thru 12/31/19**

Promo code: 2019DM  
Enters at checkout.

*Offer valid only at Watkins1868.com through midnight of 12/31/19. 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.*
Natural Food Coloring
B. 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—NEW
C. 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**
Organic Spices®—NEW
A. From our 1928 Gold Medal-winning performance at the International Exposition in Paris through today, The Watkins Company brings you the very best spices from around the world. Sourced from the highest quality organic herbs and spices, our New 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)
- 21620 Cayenne Pepper (2.4 oz/68 g)
- 21621 Cinnamon Sticks (1.2 oz/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

$5.99 each

* Organic Claim not applicable

Organic Pepper Blends®—NEW
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 ®—NEW
C. The full flavors of freshly ground pepper, salt and organic spices are only a twist away with our new Organic and Non-GMO grinders. Our adjustable grinder is pretty enough to sit tableside and lets you tailor the coarseness to your taste, ensuring you enjoy the richest of Watkins Organic seasonings with every turn.

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

Organic Seasoning Blends ®—NEW
D. Handcrafted to deliver all the superior flavor you expect from Watkins, our new organic seasoning blends enhance any dish you create. Our highest quality is only a dash, sprinkle or shake away!

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

Oregano & Cumin Penne

In a large pot of salted boiling water, cook penne until al dente—according to package directions. Drain. Meanwhile, in a large skillet, heat oil over medium heat. Add garlic and cook until golden, about 1 minute. Add cherry tomatoes, oregano, cumin, red pepper, salt and black pepper. Reduce heat to low and cook, stirring occasionally, until the tomato juices run. About 3 minutes.

Add penne, olives and parsley to the skillet and toss to combine. Serve with grated parmesan. Serves 4.
A. 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

Fabulous French Onion Soup

5 medium onions
3 tbsp/45 mL butter or margarine
1-1/2 quarts/liters water
1/4 cup/60 mL Watkins Beef Soup & Gravy Base
1 tbsp/15 mL Watkins Onion Soup & Gravy Base
1/4 tsp/1.2 mL Watkins Pure Ground Black Pepper
1/4 tsp/1.2 mL Organic Watkins Cayenne Pepper
1/4 tsp/1.2 mL Organic Watkins Thyme Leaves
6 slices French bread
B. 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

Cooking Spray

B. 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

Gourmet Herbs & Spices

Limited Quantities

C. Watkins gourmet spices packaged in a vintage tin.
60633 Red Pepper (crushed) (4.2 oz/120 g) $6.99
60602 Chili Powder (5.4 oz/155 g) $7.35
60607 Garlic Powder (7.9 oz/225 g) $7.99

Peel and thinly slice onions. Heat 3 tbsp/45 mL butter in a heavy 3-quart/liter saucepan over low heat; add onions and cook slowly. Stir until golden in color, about 10 minutes. Gradually add in water, soup bases, and seasonings. Bring to a boil; cover and simmer about 15 minutes. Meanwhile, toast one side of the bread under oven broiler, until golden brown. Butter untoasted side and sprinkle slices with 1/4 cup/60 mL cheese; broil until cheese is melted. To serve, spoon hot soup into oven-proof bowls or mugs; float French bread slices on top and sprinkle with remaining cheese; broil until cheese is bubbly and brown. Makes 6 servings.
D. Create crowd-pleasing dips, spreads, cheese balls, and more with our versatile Gourmet Snack & Dip Seasonings.

02069 Blazin Cajun (3.5 oz/100 g)—Limited Quantities
02055 Cucumber & Dill (3.9 oz/110 g)
02057 Garlic & Dill (3.7 oz/105 g)
06700 Guacamole (3.88 oz/110 g)
02062 Salsa & Sour Cream (3.7 oz/105 g)

$10.99 each

“Cucumber & Dill Dip – The only chip dip my children like! My children will not eat the grocery store dip. They want the Watkins dip! This is also wonderful mixed with sour cream for baked potatoes, added to mashed potatoes, or added to yogurt for baked salmon – YUM!!”

—Watkins Customer, Leanne

“Taco Seasoning is one of the best we’ve ever tried and my customers are enjoying it as well! Rave reviews from family and customers telling me this is a winner. Flavor is perfect for tacos, enchiladas, and taco salad. We’ve tried the dip mix recipe on the packet and it is fantastic as well. My kids love this, not too spicy, and they eat all of their food. I highly recommend this as a consumer and also as a new Consultant for Watkins products.”

—Watkins Independent Consultant, Diane

E. Gourmet meals are made simple with Watkins Gourmet Seasoning Mix pouches. These convenient no-measure, one-time use pouches ensure you have the perfect recipe every time. Made with natural spices and no artificial flavors, these mixes will satisfy your family’s cravings for flavor and quality.

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

06691 Brown Gravy (0.85 oz/24 g)
06690 Taco Seasoning (1.25 oz/35 g)
06695 Fajita Seasoning (1.02 oz/29 g)
06694 Chicken Gravy (0.87 oz/24 g)
06692 Chili Seasoning (1.25 oz/35 g)
06693 Turkey Gravy (0.85 oz/24 g)
06698 Country Gravy (2.61 oz/74 g)

$0.99 each

06695 Fajita Seasoning (1.02 oz/29 g) $1.19
06694 Chicken Gravy (0.87 oz/24 g)
06692 Chili Seasoning (1.25 oz/35 g)
06693 Turkey Gravy (0.85 oz/24 g)

$1.39 each

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

* Country Gravy Tray in quantities of 6 each
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:

- 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. Watkins designated kosher certificating agency has examined these items and has approved that they adhere to stringent kosher standards.

Organic Extracts © *—NEW
Made using only the finest organic ingredients, Watkins is committed to bringing natural and superior flavor to market with the introduction of our Organic Extract Line in top extract flavors. (2 fl oz/59 mL)

- 60201 Organic Almond
- 60202 Organic Pure Lemon

$5.99 each

60200 Organic Pure Vanilla $10.99

* Coming March 2019

02/01/2019. Offers valid until 12/31/19. ©2019
Prices shown are suggested retail. Please note: We reserve the right to correct printing errors.
Because of product development and packaging re-design, images featured may ship different than shown.

Printed in the U.S.A. with earth-friendly, vegetable oil-based inks. Re-use this catalog. Please pass it on to a friend or recycle it.