

MOODBOARD FOR HALLOWEEN & DIA DE LOS MUERTOS

RECIPE IMAGES FOR HEB Q3

Q3 Halloween & Day of the Dead color palette

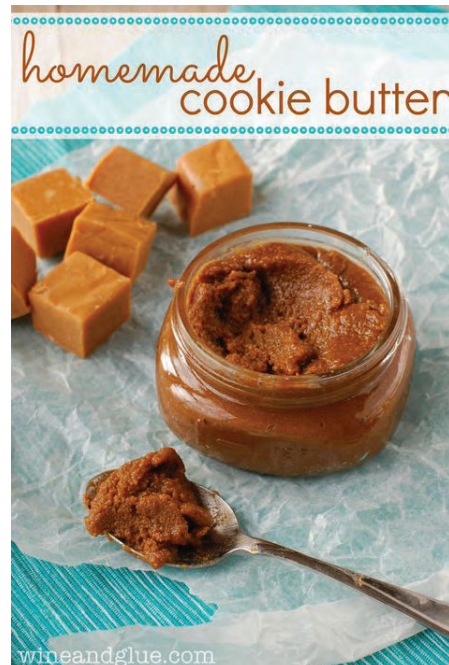
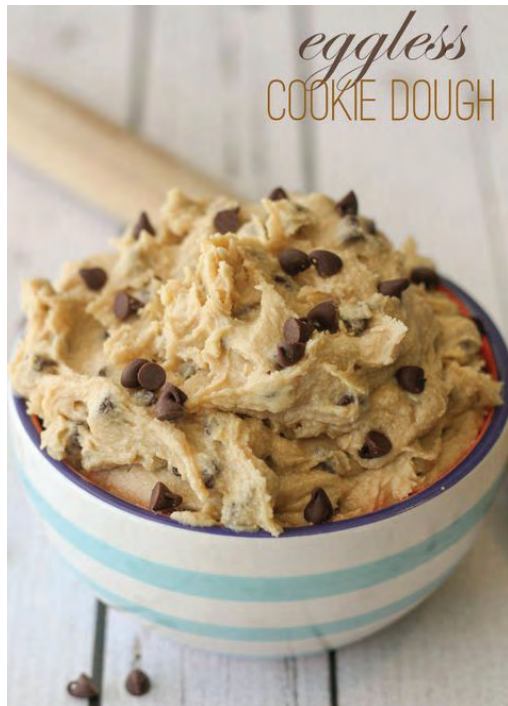


PUMPKIN COOKIE BUTTER SPREAD

- LIBBY'S Pumpkin
- HEB Speculoos Creamy
Cookie Butter

Show cookie butter spread as a Day of the Dead party appetizer

- show with green apples slices, carrots and graham crackers (and/or celery)
- warm, wooden surface or fabric with texture that makes the recipe pop (contrasting)
- soft, natural light
- highlight with some DOD decor (sugar skulls, marigolds or colored carnations) or a print on a napkin, tablecloth or bowl (keep simple, not too cluttered)
- food should look perfectly-imperfect
- can carve out pumpkin and put dip inside (if pumpkins are available to you)



PUMPKIN COOKIE BUTTER SPREAD

PREP TIME: 5 min | SERVINGS: 28

- 1 can (15 oz.) LIBBY'S® 100% Pure Pumpkin
- 1 jar (13.4 oz.) HEB® Speculoos Creamy Cookie Butter
- 4 oz. light cream cheese (Neufchâtel), softened
- 1/4 to 1/2 teaspoon ground chipotle pepper

COMBINE pumpkin, cookie butter, cream cheese and ground chipotle pepper in medium bowl until smooth. Serve immediately or refrigerate in tightly covered container for up to 4 days. Makes about 3 1/2 cups.

SERVE with apple slices, carrots, graham crackers, vanilla wafers or whole-wheat crackers.

Tip: For a slightly thicker dip, try using 1 cup LIBBY'S® 100% Pure Pumpkin.

PUMPKIN CHAMPURRADO

- LIBBY'S Pumpkin
- ABUELITA
- HEB MOOTOPIA

Show pumpkin champurrado in a relaxing environment

- show at least 2 warm, ceramic mugs, (orange or mexican-inspired)
- warm, wooden surface or fabric with texture
- soft, natural light
- highlight with some DOD colors in towel, napkin, placemat, or with simple decor (pumpkin & sugar skulls)
- food should look perfectly-imperfect
- show ingredients (Abuelita, cinnamon sticks, pumpkin)
- whipped topping with cinnamon sprinkles on top
(shoot champurrado with and without whipped topping)



(old image)



PUMPKIN CHAMPURRADO

PREP TIME: X min | COOK TIME: X min | SERVINGS: 6

- 1 1/2 cups hot water
- 1/4 cup masa flour
- 3 cups MOOTOPIA® Lactose Free 2% Milk
- 1 can (15 oz.) LIBBY'S® 100% Pure Pumpkin
- 1 to 1 1/2 tablets (90g each) NESTLÉ® ABUELITA® Authentic Mexican Hot Chocolate Drink, coarsely chopped
- 1/4 teaspoon vanilla extract

PLACE hot water and masa flour in large saucepan; whisk until smooth. Add milk, pumpkin and Abuelita chocolate. Heat over medium heat, stirring constantly, until boiling. Reduce heat to low; cook, stirring constantly, for 1 to 3 minutes or until thickened to desired consistency. Stir in vanilla extract. Sprinkle with ground cinnamon, if desired. Serve immediately.

SUGGESTION: For a thinner beverage, add additional milk.

PAN DE MUERTO ALONE & WITH PUMPKIN CHAMPURRADO

- CARNATION Evaporated Milk

1. Show Bread and Champurrado in relaxing environment

2. Show Bread (alone) in warm setting

- warm wooden surface or textured fabric to highlight recipe
- soft, natural light
- add papel picado or other simple DOD decor
- can try using colored sugar instead of white (maybe purple or orange) like recipe tip
- food should look perfectly-imperfect
- can add towel or pot holder
- can show ingredients
- like design of bread shown in 2 center images below



(old image)



PAN DE MUERTO

PREP TIME: 2 HRS | COOK TIME: 25 MIN | SERVINGS: 8

BREADS:

- 4 1/2 to 5 1/2 cups all-purpose flour
plus additional, divided
- 1/2 cup granulated sugar
- 1 tablespoon anise seeds
- 1 teaspoon salt
- 2 packets (1/4 oz. each) rapid-rising
dry yeast
- 2/3 cup (5 fl.-oz. can) NESTLÉ®
CARNATION® Evaporated Milk
- 1/3 cup water
- 1/2 cup (1 stick) butter, cut into pieces
- 4 large eggs, slightly beaten

GLAZE:

- 1/2 cup granulated sugar
- 1/3 cup orange juice
- Granulated or coarse ground sugar

FOR BREADS:

COMBINE 1 1/2 cups flour, 1/2 cup sugar, anise seeds, salt and yeast in large mixer bowl. Heat evaporated milk, water and butter over low heat in medium saucepan until mixture reaches 115° to 120° F. and butter is melted. (If too hot, let it cool a bit before adding to dry ingredients.)

Make a well in the center of the flour mixture; pour in milk mixture. Beat with electric mixer on medium speed until blended. Add eggs and 1 1/2 cups flour; mix well. Gradually add remaining 1 1/2 to 2 1/2 cups flour (1/2 cup at a time) mixing well after each addition until dough is smooth but not sticky (You may not need all the flour).

PLACE dough on lightly floured surface; knead 10 to 15 minutes or until dough is moderately stiff, smooth and elastic. Additional flour may be needed to help prevent sticking. Place dough in large greased bowl; turn over. Cover with greased plastic wrap. Let rise at room temperature for 60 to 75 minutes or until doubled in size.

PUNCH dough down. Cut dough into 4 equal portions to make 3 “loaves” and 1 for decorations. On lightly floured surface, kneading as necessary, shape 3 of the portions into round loaves. Place on greased baking sheet(s). Keep all dough portions covered with greased plastic wrap to prevent drying of dough. Shape remaining dough portion into 3 small balls, tears, braids and/or bones. To decorate, place 1 small ball on top of round loaf, surrounding each ball with the remaining decorations. To adhere shapes to dough, gently score decorations, as well as areas on each loaf that decorations will be attached to. Adhere with dabs of water. Loosely cover with greased plastic wrap. Allow to rise at room temperature for another 30 minutes or until nearly doubled.

PREHEAT oven to 350° F. Meanwhile, prepare Glaze. Combine 1/2 cup sugar and orange juice in small saucepan. Bring mixture to a boil over medium heat. Continue cooking, stirring frequently, until syrup is formed, about 5 minutes. (Mixture may bubble up; remove from heat if it does, stir and then return to heat.) Remove from heat.

BAKE loaves for 20 minutes. Brush loaves with syrup. Sprinkle with sugar; return to oven. Continue baking for an additional 5 to 10 minutes or until golden brown and sounds hollow when tapped.

Variation: Sprinkle colored sugar on loaves.

Recipes makes 3 loaves.

CHOCOLATE DIPPED PRETZELS

- NERDS
- BUTTERFINGER
- TOLL HOUSE MORSELS
- CRUNCH
- SWEETARTS



(old image)

Show chocolate covered pretzels in Halloween setting for party (or prep for party)

- Simple surface so as not to distract from spiderweb pretzel design
- soft, natural light
- make spiderweb of white chocolate on a dark plate/platter and lay dipped pretzel rods on top of spiderweb (in shape like first image)
- use WONKA & FUN SIZE CANDY on chocolate dipped pretzels (using white and milk chocolate): Grape Nerds, crushed Butterfinger, colored sprinkles - keep Halloween color palette (orange, purple, black, and/or green)
- food should look perfectly-imperfect
- use subtle Halloween colors and/or decor, but keep fairly simple since the rods and chocolate spiderweb are already busy enough

* images below show different decorating ideas for dipped pretzel rods



CHOCOLATE DIPPED PRETZELS

PREP TIME: 5 min | STAND TIME: 30 min | SERVINGS: 30 pretzels

- Wax paper
- 1 1/3 to 2 cups NESTLÉ TOLL HOUSE Semi-Sweet Chocolate Morsels, melted according to package directions in 8- or 9-inch microwave-safe dish (and white chocolate morsels)
- 1 bag (10 ounces) pretzel rods
- A few NESTLÉ CRUNCH and BUTTERFINGER BITES Candy pieces, chopped
- WONKA Halloween Candies (Grape Nerds, SweeTarts, etc.)
- colored sprinkles (keep palette orange, purple, black, white, green)

Directions

LINE baking sheet with wax paper. Place each candy on separate sheets of wax paper. (Here is where I would also do wax paper and create white chocolate spider web to display the rods on top of--see previous page for visual or visit <http://www.fiveheartshome.com/2014/09/25/pretzel-candy-spiderwebs-for-halloween/>)

DIP pretzel rods halfway into chocolate; shake off excess. Roll rods in candies (one candy type per pretzel rod); place on prepared baking sheet.

PLACE in refrigerator for about 30 minutes to harden. Once hardened, remove from baking sheets and store, covered, in cool place with wax paper between layers.

~~* found in bags of WONKA Halloween Assorted Candies~~

COOKIE POPS

- TOLL HOUSE Refrigerated Chocolate Chip Cookie Dough
- TOLL HOUSE morsels
- BUTTERFINGER, CRUNCH, BABY RUTH, WONKA



(old image)

Show cookie pops in DOD party setting

- show on a party platter or simple fabric like first two images below to make recipe stand out
- stick can be striped straw or plain
- natural light
- add simple DOD decor like marigolds, papel picado or with colors
- decorate cookie pop with colorful skeleton faces using Nestlé candy & Wonka products (SweeTarts or Sprees for eyes, Grape Nerds around eyes, Toll House morsel for nose, etc.), keep it fairly simple for people to mimic
- can use melted Toll House morsels for glue, icing for thin lines, etc.



COOKIE POPS

PREP TIME: 30 min | COOK TIME: 14 min | SERVINGS: 12 cookie pops

- 1 package (16.5 oz.) NESTLÉ® TOLL HOUSE® Refrigerated Chocolate Chip Cookie Bar Dough
- 12 wooden craft sticks
- 1/2 cup NESTLÉ® TOLL HOUSE® Semi-Sweet Chocolate Morsels
- 1 tablespoon creamy peanut butter
- Assorted NESTLÉ BUTTERFINGER BITES, CRUNCH and BABY RUTH Candy Bars, chopped

PREHEAT oven to 350° F.

BREAK dough along pre-scored lines. Roll 2 squares into a ball. Place six balls about 3 inches apart onto ungreased baking sheet. Insert sticks into each ball to resemble a lollipop; flatten dough slightly.

BAKE for 12 to 14 minutes or until golden. Cool on baking sheets for 2 minutes; gently remove to wire racks to cool completely.

MICROWAVE morsels and peanut butter in small, microwave-safe bowl on HIGH (100%) power for 30 seconds; stir. Microwave at additional 10-second intervals, stirring until smooth.

SPREAD about 1 teaspoon chocolate mixture over each pop. Sprinkle each pop with chopped candy bars. Refrigerate for about 15 minutes or until chocolate has set.

THAT GREEN SAUCE PUMPKIN (GRAVEYARD) DIP

- LIBBY'S Pumpkin
- HEB That Green Sauce Mild, olives, Tortilla Chips, tomatoes, green onions, red onions



(old image)

Show Graveyard Taco Dip in Halloween party setting

- warm wooden surface or simple fabric/tablecloth (Halloween-ish in color or print)
- natural light
- perfectly-imperfect food styling
- simple baking dish for dip with bowl of tortilla chips in background (can be somewhat fuzzy)
- tortilla gravestones, lettuce grass and black olives for dirt mounds
- like avocado and mushrooms carved out to be skulls--if room on dip or maybe as accent pieces near dip



THAT GREEN SAUCE PUMPKIN (GRAVEYARD) DIP

PREP TIME: XX min | FRIDGE TIME: 2 hrs | SERVINGS: 22

- 1 can (15 oz.) LIBBY'S® 100% Pure Pumpkin
- 1 pkg. (8 oz.) 1/3 less fat cream cheese (Neufchâtel), at room temperature
- 1/2 cup reduced fat sour cream
- 3/4 cup H·E·B That Green Sauce®, Mild
- 1/4 teaspoon garlic salt
- 1 medium tomato, seeded and chopped
- 1 can (2 1/4 oz.) H·E·B sliced ripe olives, drained
- 2 green onions, sliced
- 1/4 cup finely chopped red onion
- H·E·B Casa Magnífica™ Yellow Corn Tortilla Chips

COMBINE LIBBY'S Pumpkin and cream cheese in medium bowl. Spread into 8-inch-square baking dish.

COMBINE sour cream, H·E·B That Green Sauce and garlic salt in small bowl. Spread over pumpkin mixture. Top with tomato, H·E·B olives, green onions and red onion. Cover; refrigerate for 2 hours. Serve with H·E·B Casa Magnífica™ Yellow Corn Tortilla Chips.

DÍA DE LOS MUERTOS/HALLOWEEN PARTY TABLE

- chocolate dipped pretzels
- cookie pops
- Wonka & Nestlé candy

Show a Nestlé candy bar party table for DDLM/Halloween

- colorful setting, tablecloth, papel picado, skulls, pumpkins (some Halloween decor, but mostly DDLM)
 - natural light
 - perfectly-imperfect food styling
 - candy containers to hold different Nestlé and Wonka candy:
Butterfinger, Crunch, Baby Ruth (Fun Size and/or Bites), Assorted Nestlé Minis
Nerds, Sprees, SweeTarts, Laffy Taffy, Pixy Stixs, Raisinets, Runts, SnoCaps
 - platter to hold cookie pops
 - chocolate dipped pretzels in container standing up and/or on white chocolate spiderweb plate
- *prefer color scheme of first two images on far left

