

Watkins Purest Ground Cassia Cinnamon

Article No. 01115 (170 g/6 oz.)

Article No. 01926 (48 g/1.7 oz.)

Cinnamon is one of the world's oldest and most popular spices; it is used in cuisines around the world and is the most important "sweet spice." There are two kinds of cinnamon: Ceylon cinnamon and cassia.

Ceylon cinnamon (sometimes called "true" cinnamon) is native to Sri Lanka. It is a pale tan color and has an exceptionally mild flavor; very pleasant, but so delicate that it seems weak to the North American palate. Most of the Ceylon cinnamon imported into the United States is re-exported to Mexico.

Almost all of what we in North America call "cinnamon" is actually cassia, which has a more intense flavor. Watkins purchases the best cinnamon available on the market...specifically, Korintje cassia. When the cinnamon is received, it is inspected for cleanliness and freedom from foreign matter before being ground. It is our strict attention to detail that makes our cinnamon the very best available.

- **Korintje cassia:** The strongest in flavor; Watkins Cinnamon contains a minimum of 2% essential oil; many others on the market contain 1 to 2%, and inferior brands have as low as .5%.
- **Strict quality control:** Each shipment is tested upon arrival for quality.
- **Carefully ground and sifted:** To assure uniform particle size and quality.

Enjoy Watkins superior cassia cinnamon in apple pies and on apple sauce, on ice cream and in milkshakes, in French toast and pancake batter and on cereal or oatmeal.



Originally introduced in 1895, Watkins Pure Cassia Cinnamon was awarded the Grand Prize with Gold Medal for Highest Quality at the International Exposition, Paris in 1928.



Fun Fact:

If you stacked all the containers of Cinnamon Watkins has sold since 1895, it would be 15,766 times taller than the Eiffel Tower.

Homemade Cinnamon Rolls

4-1/4 to 4-3/4 cups/1 to 1.25 liters
all-purpose flour
1 package quick-rising active dry yeast
1-1/4 cups/325 mL milk
1 tsp/5 mL **Watkins Vanilla**
1/4 cup/60 mL sugar
1/4 cup/60 mL butter
1 tsp/5 mL salt
1 tsp/5 mL **Watkins Cinnamon**
2 eggs
6 tbsp/90 mL butter, softened
1/2 cup/125 mL brown sugar
4 tsp/20 mL **Watkins Cinnamon**
1 cup/250 mL powdered sugar
1 tsp/5 mL **Watkins Vanilla**
4 to 5 tsp/20 to 25 mL milk

Combine 1-1/2 cups/375 mL of the flour and yeast in large mixing bowl. Heat the 1-1/4 cups/325 mL milk, vanilla, sugar, butter, salt, and cinnamon just until mixture is warm (120-130°F/50-55°C), stirring constantly. Add to flour mixture along with eggs. Beat with an electric mixer on low speed for 30 seconds; scraping sides of bowl constantly. Beat on high speed for 3 minutes. Using a spoon, stir in as much of the remaining flour as you can (dough will be soft). Knead in enough of the remaining flour to make a moderately soft dough (3 to 5 minutes total). Shape dough into a ball; place in a lightly greased bowl, turning once. Cover and let rise in a warm place until double in size (about 1 to 1-1/2 hours). (The dough is ready for shaping when you can lightly press two fingers 1/2-inch/1-cm into dough and an indentation remains.) Punch down dough and divide in half. Place each half on lightly floured surface and smooth into a ball. Cover and let rest 10 minutes.

On lightly floured surface, roll half the dough into a 12 x 8-inch/30 x 20-cm rectangle. Spread with 3 tbsp/45 mL of the butter. Combine brown sugar and cinnamon; sprinkle half over rectangle. Roll up from short side. Seal edges (brushing with water makes rolls easier to seal). Repeat with remaining dough. Slice one roll into 8 pieces and the other roll into 7 pieces. Arrange slices, evenly, cut-side up, in greased 13 x 9-inch/33 x 23-cm baking dish. Cover and let rise until nearly doubled (about 30 minutes). Bake at 350°F/180°C for 25 to 40 minutes or until light brown. Invert at once onto wire rack, invert again. Cool slightly. Drizzle rolls with a glaze made by combining the powdered sugar, vanilla, and milk. Serve rolls warm or store in an air-tight container.

Makes 15 servings.