



Urban Trend

MEDIA PLACEMENTS

June 1st – July 1st 2016

UrbanTrend[®]

food2

KITCHEN ESSENTIAL

If the thermometer has hit 90 degrees, you'd better hope you have an ice cream scoop in your kitchen drawer. Sure, in a pinch, you can use a regular soup spoon. But if you've ever hacked ineffectively in increasingly panicked frustration at an unyielding block of fudge ripple, well, you know that a solid ice cream scoop is worth every penny.

The one pictured, by Urban Trend (\$14.95 on Amazon.com) has some handy features that will fill your bowl in no time at all: Its "power tip" cuts through hard ice cream; the edge curls perfect scoops; and its corner scraper gets every last bit of ice cream out of the container.

— Jennifer Kopf



||Q&A|| Falling for falafel



JENNIE JONES
"FOODY CLASS"

Green cake has unique pistachio flavor

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a mally, savory flavor and dense texture for a satisfying chow.

With International Falafel Day almost upon us (June 12), Omar Al Sattar, who has run Sattar's Middle Eastern Foods at Lancaster's Central Market with his wife Nadia for 26 years, talks about the four points of making good, authentic falafel.

A native of Jerusalem, Sattar came to Lancaster for college and has lived most of his life here. He makes his Middle Eastern cuisine — especially pita, shish kebabs, hummus, tabbouleh, grape leaves and more — at a commercial kitchen in Manheim Township, from all-natural ingredients with no preservatives.

Where did falafel come from originally?

"Falafel comes from Palestine. ... I guess you could call it (the area of) the old Syria, before the Ottoman Empire."

son of chickpeas in Egypt and North Africa. They make it out of fava beans. Each person has his own recipe for making it. The Egyptian way is different from the Middle Eastern way."

Can you use canned chickpeas?

"No. That's a no-no. (The chickpeas must be) soaked from dry beans. It's very funny; people have come in all these years and said, 'My falafel is not working. I opened the (chickpeas) can ... And I say, oh, you can't do that. It's too soft and it will fall apart. These (chickpeas) are already cooked. You can't cook the beans and make falafel out of it because you're going to cook it again.'"

How do you cook the falafel?

"I use a mold and make the patties. Then you (deep) fry them in vegetable oil (at 300 to 325 degrees). Some people can't eat fried food, and they want

down I go the whole way in.

What kind of spices do you use?

"My spices are a secret. But you can find all the spices at (Market). Generally, you use some cumin and some black pepper. Some people use some coriander. I use fresh garlic and fresh onion, but some people use onion or garlic powder. Other people may use a little cayenne pepper or a little bit of fresh jalapeno when you're mixing it. It's however you like your falafel."

What kind of mold do you use to form the patties?

"When I go overseas — like last year we were in Jordan — I always pick up different (falafel) molds. There are so many different molds — all sizes and shapes."

FALAFEL, page 10

Heat over to 350 degrees, in a large bowl, beat together the cake mix, the pudding, eggs, oil and water on medium-high for 4 minutes.

Pour the batter into a greased-and-floured bundt pan. Bake for 45 minutes, or until a toothpick inserted into the center comes out clean. Place the pan on a rack to cool for 10 minutes, then remove the cake from the pan.

For the frosting, in a large bowl, beat together the pudding, milk, heavy cream and powdered sugar, and mix on high for 2 minutes until soft peaks form. Frost the cooled cake.

PISTACHIO CAKE, page 9

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While the school year is winding down, the doors to Lancaster Catholic remain open for students and parents to visit and see what makes our educational experience so unique. Nothing can truly replace the experience of walking our halls, seeing our students and teachers in action and feeling the strength of the academic and community life at Lancaster Catholic. Though we hope that this video gives you a sense of the Crusader experience.

Should you wish to see Lancaster Catholic for yourself, please contact Kyle Hockley '96 at 717-309-0315 or khooley@kchyes.org and we can set up a tour at your convenience!

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650 Julietta Ave., Lancaster, PA 17601
www.kchyes.org/admissions



Urban Trend's Mashed Potato Ricer

| Urban Trend Debuts Mashed Potato Ricer

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BY LAUREN DE BELLIS ON JUN 6, 2016

FEATURED NEWS, GADGETS & KITCHEN TOOLS, KITCHENWARE, WEB BRIEFS

Urban Trend has introduced its Mashed Potato Ricer, which the company said is designed for ricing and mashing potatoes. The company said that the lever action of the tool reduces hand strain while amplifying the force of the non-slip handles.

Urban Trend stated that in order to use the tool, consumers squeeze the non-slip handles while the potato, yam or root vegetable, is pressed through the stainless steel basket. The Mashed Potato Ricer's perforated stainless steel basket is also removable for easy cleaning, according to the company.

Urban Trend Debuts Mashed Potato Ricer

Tuesday June 7th, 2016 - 11:25AM



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In addition, the Mashed Potato Ricer's perforated stainless steel basket is also removable for easy cleaning, according to the company.



Urban Trend's Mashed Potato Ricer

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🕒 Updated June 30, 2016

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Urban Trend gadgets add a unique twist to “ho-hum” kitchen tools. Our design philosophy is to create products that solve problems and provide clever solutions for kitchen gadgets so that you can cook great food. We believe that quirky designers and clever engineers create gadgets that make you think “wow”. The best ideas do not necessarily make the best products without first striving for the best quality. Urban Trend is dedicated to driving the great ideas into great products that will bring you satisfaction for many years. All Urban Trend gadgets bring together value, looks and function.

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