

The Mallow Factor

A Newsletter of the National Marshmallow Roasters Institute



Mr. Mallow

Sacramento / Columbus / Paris

<http://www.NMRIInstitute.com>

Our next local meeting:

When: TBD in November
Where: Chalet outside Paris

Agenda:

Introductions
Roasting Color Continuum
2010 Roasting Championship
Guest Speaker – Eric Favero,
High Altitude Roaster
Taste Test: French Mallows

(Meeting lasts about 1.5 hours)
(Party lasts for days afterward)

Board Members

Jerry Grinstead

President & Director of Social Media

Nancy Favero

Secretary under the President

Susan Warner

Education Director

Tara Plaxico

Public Affairs / Media Relations

Ken Grace

*Vice- President
Research & Development*

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Presidents Message



We strive for the perfectly roasted marshmallow at the National Marshmallow Roasters Institute (NMRI). Some people ask if there really is such a thing. It is a common belief that the quality of a roasted marshmallow is subjective. "I like them totally charred," said one teen roaster at last year's Ligonier Indiana Marshmallow Festival. "I just like them right out of the bag," said 6-year old Jacob Klingenmuller at the annual Amish Roast in Intercourse Pennsylvania.

But, I must tell everyone here and now, that "Yes!" there really is a perfectly roasted marshmallow.

The marshmallow in the photo above, roasted by 'yours truly' is a perfectly roasted mallow.

We take an old engineering view when judging roasted marshmallows at our sanctioned events. Form, Fit, and Function are at the heart of our four T's when judging the roasted mallows (Tint, texture, Toastability, and Taste).

Marshmallow Festival



Ligonier Marshmallow Festival
Labor Day Weekend every Year

Event Reviewed: The Ligonier Marshmallow Festival. September 4 - 7, 2009 in Ligonier, Indiana on Main Street. This three-day festival featured crafts, amusement rides, cruise in car show, live entertainment, games, food, music, orchestras and parades.

Though it lasted a full 4 days, and then some, we did not have enough hours in the day to see and do everything. The roasting, the Euchre tournament, Parades and Bands. My Stars! We rate this festival on par with the Munich Mallow Fest that we have been attending every year. Don't miss this one every year. The marshmallows are provided by Kraft. Mmmmm ... S'mores!

Follow Us! Virtually! <http://www.twitter.com/mistermallow>

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NMR Institute - A Virtual Think Tank (Maybe just a Ponder Tank)

The NMR Institute, a virtual think tank, was born, literally, around a camp fire roasting marshmallows in northern Michigan. Little did we know then that a simple marshmallow roast would become the quintessential paradyme for improving relationships between significant others, parents and children, management and employees, companies and clients, the people and their representative governments, and between nations. Whew! A lot of responsibility here!

We like to ponder all things mallow, and share our roasting skills with roasters of all ages. We've developed the Roasting Color Continuum and the 4-T method for judging the perfectly roasted marshmallow. Join us at our next event in your hometown.

Jerry Grinstead

NMR Institute Mission Statement

"The NMR Institute is committed to providing high-quality, economical, responsive services to our roasting community."

With your help, we can make this mission a reality in our neighborhoods.

Thank you for your support.

Annual Meeting Malibu Beach House

Bring your skewers, thongs and surf boards!

"You should never have your best trousers on when you go out to fight for freedom and truth."

- Henrik Ibsen



Mr. Mallow

Recipe: Marshmallow Taffy

Marshmallow Taffy is easy to make. With clean fingers, take a marshmallow between your thumb and pointing finger. With your other hand's thumb and pointing finger, pull the marshmallow, yet holding on to it tightly, reverse the pulling, and keep doing this until you see it becoming taffy. You can pull it till it becomes soft and smooth like taffy. Add another marshmallow if you want, and then when it becomes taffy you eat it and lick your fingers. Keep some wet wipes handy.

Review of Whole Foods S'mores Cupcakes

By Jerry Grinstead and purchased at the Sacramento store



While I waited at the bakery counter at Whole Foods to pick up my order for a dozen S'mores cupcakes, I perused the fine selection of other cupcake varieties. I also sampled the freshly baked donuts provided on the sampling plate. They brought out the box containing my cupcakes and they looked as scrumptious as the ones in the display case. So much so that I asked them to add three more to my order. I wanted to make sure there were enough for all the board members. So here are the results with some board member comments:

Service: ★★★★★

My order was ready on time. They had no problem adding 3 more to the order. Very businesslike. Not 5 star, but very good.

Presentation: ★★★★★

In the display case, they looked so good, I thought they must be fake. But when I looked in the box at my dozen cupcakes, I realized the ones on display were real! My mouth was watering.

Price: ★★★★★

I thought it was a very good price at just under \$30 for these 15 custom cupcakes. They had said they had a bigger cupcake for \$3.99 each, but the ones I ordered are the traditional sized cupcakes and just right with a scoop of Dreyers S'mores ice cream.

Taste: ★★★★★

After reviewing the comments of the other board members around the table, I must give these cupcakes our highest rating for taste, which includes texture and balance of sweetness.

Nancy: I like the juxtaposition of the mousse-like mallow with the moistness of the underlying cake. Great balance of texture.

Eric: The cake was not too rich and this is perfect with the chocolate icing on top of the cake and under the mallow.

Tara: The mallow is fully supported by the density of the cupcake. The mallow was not melting and running down the sides of the cupcake, as mallow is wont to do in this California sunshine, nor was it sliding off the top as I was expecting it to do. A fine culinary experience.

Overall, I must give the Whole Foods S'mores cupcakes a rating of 4.5 stars. And, as you know, we have never given a product a perfect 5 stars. We heartily recommend these for your next party. And do serve with Dreyer's S'mores ice cream.

Board Member Profile – Jerry Grinstead



Jerry Grinstead

Jerry has been President of the National Marshmallow Roasters Institute since 2000 when he founded the Virtual Think Tank. Jerry has recently taken on the added responsibility of Director of Social Media, maintaining the NMRI's Facebook pages, Myspace page, and Twitter updates. Jerry also maintains the NMRI web site: <http://www.NMRInstitute.com>.

As a roasting judge of the highest order in the European Order of the Mallow, Jerry has instructed thousands of new and veteran roasters on the proper techniques for roasting marshmallows to NMRI standards and within the confines of the NMRI Mallow Color Continuum.

Join Jerry at the next quarterly Mallow Retreat at the NMRI Malibu Beach house, or at the chalet just outside Paris. And as always, Jerry wishes you a happy roast and merry mallow!