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DAYS
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**Retailers of Farm Fresh Natural
Food Products**

**PLACE YOUR HOLIDAY
ORDERS EARLY**

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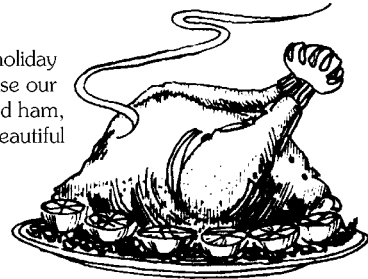
HOLIDAY ENTERTAINMENT GUIDE

HOLIDAYS ARE OUR SPECIALTY!

Holiday gatherings and Keller's natural gourmet meat is a delicious tradition. When the savory aroma of roasting holiday meat fills your home you'll know it's the very best when it's from Keller's. You will see and taste a difference because our meats are fresh - without chemicals. Keller's features the finest selection of meats for your holiday traditions, smoked ham, prime rib and of course our famous fresh turkeys. We can even cook your meal with all the trimmings or create beautiful party trays for your entertaining.

We realize that our customers, like us, are real families on budgets who want the best quality available at an honest value. Since 1946 you have been able to count on our family's reputation. We thank you for your patronage and wish you the best for the holidays!

The Keller Family



FARM FRESH TURKEYS

Your family deserves the very best! Since 1946 our family has been committed to providing the finest quality turkeys available. Keller's turkeys are Albuquerque's most popular choice, simply the best turkey you can buy at any price!

We would like to invite you to try a juicy tender natural Keller's turkey. Keller's turkeys are fresh from the farm, humanely raised with plenty of fresh air and exercise. Our turkeys are processed in a clean inspected plant. We never add preservatives, MSG, sodium nitrate, sodium nitrite, fats, oils, or butter flavored chemicals. We have Albuquerque's largest assortment of fresh, smoked and roasted turkey products made fresh by hand every day. Our turkeys are smoked and roasted right here in our stores.

KNOW YOUR TURKEY

BUYING THE BIRD

Buying the turkey in a size and style to fit your family's holiday needs is a simple matter. In brief, here are your choices...

WEIGHT? Larger turkeys are more economical for they have more meat and less bone. Allow 1½ - 2 pounds of turkey per person to be served.

HEN OR TOM? Toms, although heavier than hens, are just as tender juicy and tasty.

FRESH? Keller's fresh turkeys are picked and dressed, then sent directly to our stores for immediate sale. They must be kept refrigerated until used. They should be cooked within 3 to 5 days after purchase.

FROZEN? Keller's frozen turkeys are picked and dressed in prime condition, then frozen at once to keep them top quality. They may be kept in your home freezer for up to six months. You will never find turkeys that have been held for long periods of time in cold storage at Keller's.

WHOLE, PARTS OR ROAST? Whole turkeys are generally not available smaller than 12 pounds. Turkeys of 15 pounds and over are of better quality (the increased "finish" assures a more moist bird). If your family is small you may prefer a breast, hindquarter, drumstick, or boneless roast. These small pieces of our prime whole birds maximize quality and economy. These pieces are available year round for a small family feast.

Small Family Feasts...Boneless Turkey Roasts and Turkey Pieces

For the small family a TURKEY BREAST, TURKEY HINDQUARTER, TURKEY DRUMSTICKS or BONELESS TURKEY ROAST may be preferable to a whole bird. Boneless turkey roasts are available all breast meat, all thigh meat or a combination of breast and thigh meat. Breasts, roasts and other turkey parts maximize convenience and economy. They are relatively fast and simple to prepare.

Rinse with cold water and pat dry. Rub lightly with lemon and season to taste (poultry seasoning, garlic salt, pepper and/or sage are nice). Roast on a rack in a covered roasting pan, or wrapped in foil (if you choose a roasting bag - use the directions with the bag). Preheat your oven to 325°F. The timetable below will give you a guide to total cooking time. To insure perfect doneness use a meat thermometer. Remove roast from the oven when it reaches 165°F. Heat held in the roast will cause the temperature to rise to about 170° F. after coming out of the oven.

TIMETABLE FOR COOKING BONELESS TURKEY ROASTS AND BREASTS

Ready-to-Cook Weight	Thermometer Reading Remove from oven	Final Thermometer Reading	Guide to Approximate Cooking Time
3 to 5 pounds	165°F	170°F	2 - 2½ hours
5 to 7 pounds	165°F	170°F	2½ - 3½ hours
7 to 9 pounds	165°F	170°F	3½ - 4 hours

How to Thaw a Frozen Turkey

Remove wrapper. Thaw turkey in COLD RUNNING WATER, or COLD WATER that is changed frequently. Thawing time: 8 to 12 hours. Cook or refrigerate thawed turkey IMMEDIATELY. **You can thaw a frozen turkey slowly in the refrigerator. A large bird will take 2 days to thaw.**

To Reheat a Roasted or Smoked Whole Turkey

We recommend that you wrap a whole roasted or smoked turkey in foil and heat for $\frac{1}{2}$ hour at 325° F. After the first $\frac{1}{2}$ hour unwrap the roasted turkey and allow it to continue heating and browning for 5 min. per pound of turkey at 325° F.

Roasting the Festive Turkey

A roasting pan with a rack at least $\frac{1}{2}$ " high should be used. This raises the bird off the bottom of the pan, keeping it out of the juices and allowing the heat to circulate around the bird, roasting it evenly.

Always roast turkey until done in one continuous cooking period. A low temperature (325°F.) assures better flavor and appearance, less shrinkage and loss of juices.

Preheat oven to 325°F. Remove the neck and giblets from the body cavity and neck cavity; cook promptly or refrigerate until ready to use. Rinse turkey. Rub the inside of the turkey with a half lemon.

To stuff, fill the neck cavity loosely with stuffing and fasten neck skin to back with skewer. Shape wings akimbo-style and bring wing tips onto the back. Fill the body cavity with stuffing – not too tight as dressing tends to expand. Insert the drumsticks under the band of skin at the tail or tie the drumsticks to the tail. Rub the turkey well with seasoning.

Place the turkey, breast side down, on the rack in the roasting pan. Cover the roasting pan, or use foil to form a covering. (You may prefer a roasting bag – use the directions with the bag.) Place in oven. Roast for half of cooking time at 325°F. Remove turkey from oven and turn, breast side up. Insert a meat thermometer so that the bulb is in the thickest part of the breast or the center of the inside thigh muscle. Be sure that the bulb does not touch bone to avoid inaccurate reading. Cut the band of skin at the tail to release the legs and permit the heat to reach the heavy-meated part. Return the turkey to the oven and continue roasting until done.

DONENESS TESTS: There is no substitute for a meat thermometer, properly placed. When it registers 170°F, the turkey is done. If the bird is stuffed, the point of the thermometer in the center of the stuffing should register 165°F.

The traditional "doneness test" used by many experienced cooks is a "feel" test. Turkey is done when the thickest part of the drumstick feels very soft when pressed between protected fingers.

APPROXIMATE TIMETABLE

(STUFFED WHOLE TURKEY)

Ready-To-Cook Weight POUNDS	Approximate Time at 325°F HOURS	Internal Temperature When Done DEGREES F	Thermometer Reading Reading REMOVE FROM OVEN
12 to 16	4 to 5	175° *	170°
16 to 20	5 to 6	175° *	170°
20 to 24	5½ to 6½	175° *	170°
24 to 28	6½ to 7½	175° *	170°

Care of Cooked Turkey

Immediately remove any stuffing left in the turkey. Remove meat from the bones. Promptly cool stuffing, meat, and gravy. (Rapid cooling helps prevent bacterial growth.) Refrigerate these in separate containers.

Use gravy and stuffing within 1 to 2 days, but heat thoroughly before serving. You can store the meat in the refrigerator for 2 to 3 days. If you want to keep it longer, freeze it immediately.

After you have removed the meat, you can cook the carcass to make an excellent base for soup.

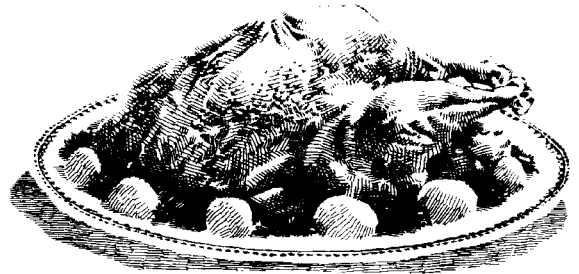
Stuffing for Poultry or Crown Roasts

The kind of dressing you prepare is very personal; use the seasonings your family likes. To avoid food poisoning, NEVER stuff the bird until just before roasting. Do not stuff a bird and refrigerate or freeze it.

FAVORITE BREAD STUFFING

3 quarts bread cubes $\frac{3}{4}$ cup diced celery $1\frac{1}{2}$ tsp. poultry seasoning
 $\frac{3}{4}$ cup butter $\frac{3}{4}$ tsp. salt 1 - $1\frac{1}{2}$ cups broth, milk or water
 $\frac{3}{4}$ cup minced onion $\frac{1}{4}$ tsp. pepper

Cook onion and celery in butter over low heat until onion is soft but not browned, stirring occasionally. Meanwhile blend seasonings with bread cubes. Add onion, celery and butter. Blend. Add broth gradually, stirring lightly, until moistened to desired degree. Add more seasoning as desired.



VARIATIONS

CORNBREAD STUFFING: Use 3 quarts of cornbread instead of bread cubes. Add 2 chopped boiled eggs.

GIBLET STUFFING: Simmer turkey giblets for 1 hour. Chop the cooked giblets and brown them in butter with the onion and celery.

OYSTER STUFFING: Cook 1 pint of oysters in oyster liquid until the edges curl. Add to bread with seasonings. Include oyster liquid as part of liquid in stuffing. Chop oysters, if they are large.

SAUSAGE STUFFING: Omit butter. Reduce poultry seasoning to $\frac{3}{4}$ - 1 tsp. Cook $\frac{3}{4}$ - 1 pound of sausage meat slowly until browned – breaking it into small pieces with a fork as it cooks. Add onion and celery and continue cooking until onion is transparent. Proceed as above. Use sausage fat in stuffing.

FRUIT STUFFING: Omit onion. Stir into cooked celery: 2 Tbsp. sugar, 1 cup chopped cranberries, 2 tsp. grated orange rind, $\frac{1}{2}$ tsp. ground cinnamon, $\frac{1}{4}$ tsp. ground allspice. Stir until sugar dissolves. Substitute $\frac{1}{2}$ cup broth for orange juice. Add $\frac{1}{2}$ cup chopped pecans.

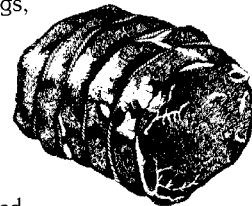
CHOICE NATURAL GOURMET BEEF

KELLER'S CHOICE NATURAL GOURMET BEEF has mouth watering flavor because of their healthy vegetarian diet. Keller's beef are fed a carefully balanced diet of grains, alfalfa and grasses for the highest nutritional value in every bite. Keller's beef are never fed animal by products, meat or bone meal, or any other rendered waste. We patiently nurture our cattle and allow them to mature slowly, naturally. Our cattle thrive with plenty of fresh air, exercise and humane treatment. This is the healthiest way to grow cattle, not the fastest, easiest or most economical way.

Keller's beef are processed in a small, clean plant, where careful attention is paid to detail. We take the time and expense to have a USDA inspector on duty at all times in our plant, not all plants do. In fact, we go far beyond government standards to ensure your safety. We don't take shortcuts.

Our beef is naturally aged for maximum flavor and tenderness. It is always cut fresh daily. Keller's beef are trimmed of excess fat. Keller's beef are more nutritious, flavorful and lower in cholesterol. We never add preservatives, dyes, colorings, tenderizers, nitrates, nitrites or MSG to our products.

Since 1946 you have been able to count on our family's reputation to ensure you the highest quality, cleanest beef you can buy.



Prime Rib is a family favorite for holidays. Roasting to perfection is easy with this beautifully marbled, tender cut. As with any meat, an accurate thermometer is a must! The whole roast weighs 14 to 18 pounds. You may order a section cut from the small or large end. The small end is leaner, less marbled than the large end, but equally tender and flavorful. The prime rib is available boneless, although the bones give more flavor and convey the heat better into the roast. Keller's prepares the rib roasts by removing the chine bones. The ribs are lifted (cut away from the meat) and tied on, to make carving easy. Allow at least one pound per person (extra if you have big eaters or would like leftovers).

Preheat oven to 500°F. Place the roast, fat side up, bones down, on rack in an open roasting pan. Season to taste, garlic, onion salt, black or red pepper are recommended. Insert a meat thermometer so the bulb reaches the center of the thickest part, being sure it does not rest in fat or bone. Do not add water. Do not cover. Roast at 500°F only for fifteen minutes then reduce the oven to 325°F. Do not open the oven for the first 45 minutes! Remove from the oven when the meat thermometer registers 125°F to 130°F for rare (approximately 15 minutes per pound); 130 to 135°F for medium-rare; 135 to 140°F for medium (approximately 20 minutes per pound); 150 to 155°F for medium well and 165 to 170°F for well done (approximately 25 minutes per pound). The meat will continue to cook after removal from the oven about 5 degrees. Before carving, remove strings with a sharp knife. The ribs will fall away from the meat to make carving easy.

Beef Tenderloin, New York Strip Roast, Sirloin Tip and Rump Roast are lean, tender and easy to prepare. Place the roast fat side up, in a roasting pan. Season to taste, garlic, onion salt, black or red pepper are suggested. Insert a meat thermometer so the bulb reaches the center of the thickest part, being sure it does not rest in fat or bone. Cover and roast in a moderate oven 325°F to the desired degree of doneness. Remove from the oven when the meat thermometer registers 125 to 130°F for rare (approximately 25 minutes per pound); 130 to 135°F for medium-rare; 135 to 140°F for medium (approximately 30 minutes per pound); 150 to 155°F for medium well and 165 to 170°F for well done (approximately 35 minutes per pound). The meat will continue to cook after removal from the oven about 5 degrees. Before carving, remove strings with a sharp knife.

HOLIDAY GIFTS

The folks on your gift list deserves the best! Keller's Farm Store's are famous for the finest natural and gourmet foods.

Choice Beef Steak Gift Packages: Keller's Choice, melt in your mouth tender, aged steaks are beautifully wrapped gifts of good taste, perfect for everyone on your list! Choose from New York Strip, Rib Eye, T-Bone, Porterhouse, Sirloin and more... Put some sizzle in your holiday gift giving with mouth watering steak gift boxes from Keller's.

Gift Baskets: We have many different beautifully decorated gift baskets, each brimming with tasty delights and treats. Keller's gift baskets are overflowing with Keller's fine smoked meats, cheese from around the world, scrumptious jams, gourmet crackers, exotic nuts, imported teas and non-alcoholic wines. Or select a luxurious bath and body gift basket for a special gift.

Gift Certificates: Keller's gift certificates make a great gift for everyone on your list. The gift certificates can be made for any denomination, personalized and used to purchase any item in our stores.

Visit Keller's to select your gifts today. We make shopping fun again, with a helpful staff and the greatest selection of fine quality food available. You can count on being happy with everything you buy. We guarantee it!



LAMB AND PORK ROASTS

Stuffed Crown Roast

For special occasions, you may wish to serve a pork or lamb crown roast centered with your choice of Bread Stuffing. Season meat. Place meat bone-ends-up in open shallow roasting pan; wrap bone ends with aluminum foil to prevent excessive browning. To hold shape, place a small oven-proof cup or bowl in crown.

Insert meat thermometer so tip is in center of thickest part of meat and does not rest on fat or bone. Do not add water. Do not cover. Roast in 300°F oven to desired degree of doneness (35 to 45 minutes per pound for pork and 15 to 20 minutes per pound for lamb) or until thermometer registers 170°F for pork and 160°F for lamb.

An hour before meat is done, remove bowl or cup from center of crown; fill crown with stuffing. (Use about 8 cups stuffing for 8-pound pork crown and about 2 cups stuffing for 4-pound lamb crown.) Cover just the stuffing with aluminum foil during first 30 minutes of roasting. When done, remove foil from bone ends and, if desired, replace with paper frills. To carve, cut between ribs.

Roast Lamb

Rub meat with 2 Tbsp. olive oil. Season with desired spices. A suggestion is 1 tsp. salt, ½ tsp. each rosemary and black pepper, ¼ tsp. each oregano, basil and paprika. Lamb's flavor stands up well to exotic seasonings, garlic, mustard, rosemary, thyme, oregano, savory, fennel, paprika or pepper.

Season meat before, during or after roasting (salt only goes into the roast 1/4 to 1/2 inch). For a quick seasoning, 4 or 5 small slits can be cut in meat with tip of sharp knife and slivers of garlic inserted - but be sure to remove garlic before serving.

Place meat fat side up on rack in open shallow roasting pan. The rack keeps the meat out of the drippings. (In roasts, such as rib roast (rack), the ribs form a natural rack.) It is not necessary to baste; with the fat on top, the meat does its own basting. Insert meat thermometer so tip is in center of thickest part of meat and does not touch bone or rest in fat. Do not add water. Do not cover.

Roast meat in 300°F oven. It is not necessary to preheat oven. Roast to desired degree of doneness (see Timetable), using thermometer reading as final guide.

Roasts are easier to carve if allowed to set 15 to 20 minutes after removing from oven. Since meat continues to cook after removal from oven, if roast is to "set," it should be removed from the oven when thermometer registers 5 degrees lower than the desired doneness.

TIMETABLE FOR ROASTING LAMB

(Oven Temperature – 300°)

Cut	Approx. Weight POUNDS	Internal Temp. on Removal DEGREES F.	Approx. Cooking Time (Total Time)
Leg Whole	5 to 8	160°	3 to 3½ hours
Leg Half	3 to 4	160°	2½ to 3 hours
Square Cut Shoulder	4 to 6	160°	2 to 2½ hours
Rolled Shoulder	3 to 5	160°	2¼ to 2¾ hours

IF PORK IS YOUR CHOICE

If pork is your choice during the holiday season, ham may fit your needs. Keller's ham is available in two forms:

SMOKED HAM (Boneless or Bone-In) - These delicious hams are smoked, cured and fully cooked. Unlike commercial hams Keller's hams are cured and smoked Naturally. They contain no artificial colorings, no sodium nitrate, no sodium nitrite and no preservatives. The result is a ham which has a natural roasted meat color and is not the traditional "red" ham color. These hams also have a delicious lightly smoked pork flavor, somewhat different from the traditional ham flavor. We invite you to sample these hams in our deli area before placing your order. They are truly unique in flavor and appearance. The boneless smoked ham will be sliced for you, if you wish. For buffet, sandwich makings or snacking, these hams are perfect. To serve hot, we recommend that you wrap the whole or sliced ham in foil and heat for about 1 hour plus 5 minutes per pound at 325°F. You may purchase any quantity - a few slices or a whole ham (6-8 pound average boneless, 14-16 pound average bone-in).

FRESH HAM (Boneless or Bone-In) - This fresh leg of pork is not cured, smoked or cooked. It is simply a fine quality pork roast. Distinctly different in flavor from smoked ham, its flavor is that of a roast of pork.

ROASTING AT 300°F. TO 325°F. OVEN TEMPERATURE

Cut	Approx. Weight POUNDS	Meat Thermometer Reading DEGREES F.	Approx. Cooking Time MIN. PER LB.
LEG (FRESH HAM)			
Whole (bone-in)	12 to 16	170°F.	22 to 26
Whole (boneless)	10 to 14	170°F.	24 to 28
Half (bone-in)	5 to 8	170°F.	35 to 40

**An accurate cooking thermometer is
a must for any roasted meat.
It is impossible to judge the degree of
doneness from timing or appearance alone.**