



Short Bites

The Vermont Shortbread Company Ezine

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Letter from Ann

Hi there,

Well, it's another year... and another reason to eat [shortbread](#).

Here at [Vermont Shortbread Company](#), we're finally settling in for a somewhat rested winter and enjoying a few snow flurries here and there during what's turning out to be an uncommonly mild New England winter. We hope you're doing the same!

Of course, we can't expect to get too comfortable... [Valentine's Day](#) is on the way and that means we'll be back on our feet, baking shortbread for everyone you love. Read our thoughts on how to have an old-fashioned Valentine's Day this year.

We also have a [baking tip](#) straight from the Vermont Shortbread Company test kitchen. Now is your chance to find out how our signature shortbread recipe comes out so perfectly every time.

Happy New Year from [Vermont Shortbread Company](#) staff and associates!

Sincerely,

**Ann Zuccardy, Owner
Vermont Shortbread Company**

Shortbread Specials



Shortbread: An Old-Fashioned Valentine's Day Gift

Remember the Valentine's Days of eras past? (Well... maybe you don't, but we've all heard stories, right?).

Back then, times were so much simpler. If you wanted to let someone know how much you loved them, all it took was a bit of humble effort. You showed up on their doorstep on February 14 with a hand-made card, a box of something delicious and a bashful look on your face. Or, maybe you played "secret admirer" and delivered a lovely paper heart Valentine that you made yourself out of parchment, ribbon, lace and love.

Homemade Valentines don't have to be a thing of yesteryear. This February, send sweets to your sweet. Vermont Shortbread makes the perfect Valentine's gift by mail. They'll know how much you care for them when they taste the love baked into every bite.

[Order Vermont Shortbread in time for Valentine's Day - click here.](#)



Our Flavors:

Traditional (plain), almond, brown sugar spice, chocolate, raspberry jam, strawberry jam, lemon curd, walnut-cinnamon.

[Order shortbread now](#)

Food for Thought

Shortbread Baking Tip: Don't Break the Mold

by [Ann Zuccardy](#)

I've broken many a beautiful [shortbread](#) in my day so I'm writing this little tidbit so your winter-time baking efforts don't end up as factory seconds like mine did!

There is no need to grease or butter a good earthenware shortbread mold before using it. The butter in the shortbread

(or other holiday butter cookies) provides enough lubricant so the shortbread should simply slide out when you follow these simple steps:

1. Remove cooked shortbread in its mold from the oven.
2. Place on cooling rack at room temperature.
3. Allow about 20 minutes to pass, then lightly place your hand on top of the cooling shortbread. It should be warm and comfortable to touch, not uncomfortable to touch. Note: this step is crucial. If you wait too long and it cools completely, it will stick to the mold. If it's too hot when you remove the shortbread, it may also stick or break.
4. Using a butter knife, insert the knife at the edge of the [shortbread](#) between the cookie and the mold. Do this in several places around the perimeter of the mold.
5. Now for the moment of truth. Place another cooling rack upsidedown on top of your shortbread (still in the mold). Flip the cooling rack and shortbread mold over, in one graceful motion. You may have to add a little "shortbread shake or jiggle" to jar the shortbread from its mold. You'll be able to feel when it lets go.
6. If it feels as though the shortbread has come out of the mold, carefully remove the mold and viola, admire your beautiful work!

If the [shortbread](#) does not come out of the mold flip it back over and start from step 4 again. Maybe it needs a little help breaking free. Other factors such as humidity in the air, hot spots in your oven, and butter quality can affect your holiday cookies as well. For success in all your baking endeavors, follow recipe directions to the T. And when you're not sure about how to do something...visit Vermont Shortbread Company to order shortbread from us or ask advice.

Homebaked cookies are one of the nicest ways to warm up your winter. Let us help.

[Order shortbread from Vermont Shortbread Company today.](#)

Bits 'n Bites



Shortbread on Film

Last month we received this photo of Cynthia McKenna enjoying shortbread by the fire on Christmas morning. Thanks Cynthia, for sharing! We'll be saving this and other photos we receive, for our upcoming Shortbread Hall of Fame. :)

Email your shortbread pics to Ann - jsaz@gmavt.net or Dina@Wordfeeder.com.

Customer of the Month



Alex Ball of Shadow Productions

This month we'd like to introduce you to someone who is not only a faithful shortbread customer, but his website is one of the finest we've ever seen. Read Alex's [shortbread testimonial](#) here.

Want to be a featured **VSC Customer of the Month**? Send your shortbread testimonial, photo and website link to Ann Zuccardy at jsaz@gmavt.net.

LIKED THIS NEWSLETTER? Please forward to a fellow shortbread lover. Interested parties can **type their email address into the signup box** at the bottom of our [home page](#) to receive next month's issue in their inbox.

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