

Calling all friends, family and other acquaintances who live
in or near Beverly!

Would you like to help me out?
Please be a part of my

Red Velvet

Preliminary Research Project

My aim is to conduct taste tests for this project, hopefully beginning on the first weekend of February of 2012.

Here is how it works (tentative plan, subject to change): Each taster is provided with eight very small (hopefully *single*-bite size) samples of chocolate crust, in varying degrees of *natural* redness (I prefer *not* to use artificial colors, such as red #40). I then need to receive your input on your taste reactions to these samples. Upon evaluating the results, I am hoping to come up with a suitable formulation to proceed with, in making a type of cheesecake that I have been planning for a long time—Red Velvet Cheesecake.

Your participation would be greatly appreciated. If you are interested, please let me know. I also plan to bring my samples to select events as well (where attendees can participate on a first-come, first-served basis).

Thank you,

Joel Havian
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What is this RED ingredient anyway?

I do not want to spoil the surprise, but let me state a few things about this “secret ingredient”.

- It is all-natural (this is *not* artificial “red #40” food coloring).
- It is fat-free.
- It is very, very low sodium, adding no more than 50 milligrams to the entire recipe.
- It has plenty of potassium.
- It is very low in calories, adding no more than 80 of them to the entire recipe.
- While medical experts warn against excessive consumption of certain foods, such as due to nutritional (or even artificial chemical) issues, I am unaware of any such expert saying *anything* against this particular ingredient. In fact, this one belongs to a food group of which many of these experts have advised eating 3-5 servings per day!

So this is a very safe, positive ingredient. Please enjoy the red velvet sample(s) for now. I am happy to disclose this special red ingredient to you at a later point. Chances are, you will be pleasantly surprised.

Joel