

WATKINS

Since 1868



TRADE MARK

HOME BUSINESS OPPORTUNITY

HISTORY IN THE *MAKING*™



Crafting Award-Winning Gourmet Flavors Since 1868.™

U.S.

WATKINS

Since 1868



TRADE MARK

Crafting Award-Winning Gourmet Flavors Since 1868.™

Dear Friends,

For 153 years, we have been producing only the finest natural products. All of us at The Watkins Company want to extend our heartfelt thanks for putting your trust in us. Just as our founder J.R. Watkins did when he started this great company in 1868, we strive to give you nothing but the best. Although there have been many changes throughout our long history, what remains a constant are the guiding principles listed below. More than a century ago, our founder called these the "Watkins Way".

We are proud to carry on J.R. Watkins' vision and continue to believe that his way, the Watkins Way, is what makes The Watkins Company and our products so special.

Thank you again for being a part of this 153 year old tradition.

Yours truly,

Mark Jacobs, CEO

The WATKINS WAY

Based on our Founders Principles established over 100 years ago and our goal to be America's most trusted natural products company.

The Highest Quality

We source only the best ingredients worldwide to meet our premium quality standards.

The Best Value

We offer exceptional value for a premium, quality product.

The Neatest Package

We strive to provide a package that is authentic, stylish and convenient for our customers.

The Best Delivery

We aim to exceed our customers' expectations.

The Squarest Terms

We promise to get it right or make it right.

The Fairest Treatment

We treat our customers, our employees and our partners with respect.

The Greatest Uniformity

We provide products that consistently meet our high standards.

The Strictest Integrity

We stick consistently with our values.

The Broadest Guarantee

We invented the money back guarantee in 1868 and continue to stand behind it today.

All of the above Points of Superiority make up THE WATKINS WAY, and you will agree that it is a good way.



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Our Commitment to Natural, Safe and Responsible products.

Watkins offers products that deliver a superior experience, using environmentally-friendly and responsible ingredients and packaging.

Environmentally-responsible packaging.

We avoid excess packaging, and utilize recyclable, eco-friendly materials.

Look for the following seals on our products:



Food bearing this logo has been reviewed and approved that it meets the certified organic requirements designated by the USDA.



Food bearing this logo does not contain ingredients that are genetically modified and have been reviewed and approved that it meets the requirements designated by The Non-GMO Project.



Extracts and flavorings are Made in the USA, Non-GMO, Gluten Free and Corn Syrup Free.



Food items bearing the Kosher symbol have been developed in accordance with Jewish Dietary Laws and adheres to stringent kosher standards.

Satisfaction Guaranteed

If a Watkins product used in your home is, for any reason, considered unsatisfactory, please return it to your Independent Watkins Consultant for a full refund of the purchase price.

GOURMET



All Natural Original Gourmet Baking Vanilla®

A. Made with the finest pure vanilla extract and blended with only natural ingredients, our Baking Vanilla is the same double-strength formula you've trusted for years—only now all natural! It has the same extra rich flavor that won't bake out or freeze out, and does not contain any artificial colors or flavors.

- 01008 (11 fl oz/325 mL) **\$17.49 Value Size!**
- 21222 (8 fl oz/236 mL) **\$12.99**
- 21223 (4 fl oz/118 mL) **\$8.99**
- 60381 (2 fl oz/59 mL) **\$5.99**
- 60401 (1 fl oz/29 mL) **\$3.49**

Pure Vanilla Extract®

B. Did you know it takes nearly a pound of precious vanilla beans to make one gallon of vanilla extract? We source only the finest grade vanilla beans and age them to perfection following our time-honored process. Every bottle of this exquisite, 100% pure vanilla is expertly crafted to award-winning standards.

- 01012 (11 fl oz/325 mL) **\$29.99**
- 21224 (4 fl oz/118 mL) **\$15.99**
- 60387 (2 fl oz/59 mL) **\$9.99**
- 60400 (1 fl oz/29 mL) **\$6.99**

Clear Vanilla Flavor®

C. Our famous formula provides gourmet flavor that does not bake or freeze out—without color. A baking staple ideal for any recipe that needs to be pure white like cakes, frostings, ice cream and more.

- 01007 (11 fl oz/325 mL) **\$10.99 Value Size!**
- 60389 (2 fl oz/59 mL) **\$3.49**

Sourced from every corner of the world, Watkins has been bringing the finest ingredients to your kitchen for over 100 years. More than just delicious, our award-winning extracts and flavorings are Made in the USA, Non-GMO, Gluten Free, Organic and Corn Syrup Free. Organic offerings too!

They are perfect for desserts, drinks and more!

Watkins Cinnamon Vanilla French Toast (featured on front cover)

- 2 eggs, slightly beaten
- 1/2 cup/125 mL milk
- 1/2 tsp/2.5 mL **Watkins All Natural Original Gourmet Baking Vanilla®**
- 1/4 tsp/1.2 mL salt
- 6 slices day-old bread
- 1tbsp/15 mL butter
- Watkins Organic Ground Cinnamon**

Combine first four ingredients in a shallow bowl; mix well. Dip bread slices in the egg mixture. Fry in melted butter until golden brown on both sides..

Serve hot with maple syrup, powdered sugar, or fruit. Sprinkle cinnamon on top!
Makes 3 servings.

Watkins has an extract size for your every need!

A



B



Gourmet Extracts and Flavorings, 4, 8 and 11 fl. oz.

A. Enjoy your favorite extracts in larger size offerings. Perfect to have on-hand for those recipes you make often or in big batches!

(4 fl oz/118 mL)

- 21225 Pure Almond © **\$7.49**
- 21223 All Natural Original Gourmet Baking Vanilla® © **\$8.99**

21224 Pure Vanilla © **\$15.99**

(8 fl oz/236 mL)

- 21222 All Natural Original Gourmet Baking Vanilla® © **\$12.99**

(11 fl oz/325 mL)

- 01010 Butter ©D **\$11.99**
- 01011 Pure Lemon © **\$12.99**
- 21905 Coconut © **\$13.99**
- 01015 Pure Almond © **\$14.99**
- 01012 Pure Vanilla © **\$29.99**

Pure Extracts ©

B. Our pure extracts are made from natural oils, so they are free of artificial colors and flavors. For pure flavor, come to Watkins. (2 fl oz/59 mL)

- 60430 Pure Anise
 - 60395 Pure Lemon
 - 60437 Pure Mint
 - 60392 Pure Orange
 - 60394 Pure Peppermint
 - 60368 Pure Cinnamon
 - 60379 Pure Coffee
 - \$4.49 each**
 - 60391 Pure Almond **\$4.99**
- \$3.79 each**

C



Gourmet Extracts and Flavorings, 2 fl. oz.

C. These quality extracts and flavors are concentrated—and all backed by the same expertise that has made Watkins Vanilla the choice of generations. (2 fl oz/59 mL)

- 60305 Butter Vanilla ©
- 60304 Cream Cheese ©D
- 60303 Red Velvet ©
- 60389 Clear Vanilla Flavor ©
- \$3.49 each**
- 60431 Banana ©
- 60432 Butter ©D
- 60433 Cherry ©
- 60435 Coconut ©
- 60436 Maple ©
- 60438 Raspberry ©
- 60439 Root Beer ©
- 60440 Rum ©
- 60441 Strawberry ©
- \$3.79 each**
- 60445 Caramel ©
- 60383 Chai ©
- 60382 Maple Bacon ©
- 60452 Pumpkin Spice ©
- \$4.49 each**
- 60381 All Natural Original Gourmet Baking Vanilla® © **\$5.99**



Organic Extracts

D. Made using only the finest organic ingredients, Watkins is committed to bringing natural and superior flavor to market with our Organic Extract Line in top extract flavors.

(2 fl oz/59 mL)

60205 Organic Pure Orange — **NEW***

60206 Organic Pure Peppermint — **NEW***

\$4.49 each

60201 Organic Pure Almond

60202 Organic Pure Lemon

\$5.99 each

60204 Organic Original Gourmet Baking Vanilla® **\$6.99**

60200 Organic Pure Vanilla

60388 Organic Pure Vanilla Alcohol Free — **NEW***

\$10.99 each

(4 fl oz/118 mL)

21230 Organic Pure Almond **\$6.59**

21229 Organic Pure Lemon **\$9.98**

21228 Organic Pure Vanilla **\$16.98**

(8 fl oz/236 mL)—**NEW**

21220 Organic Pure Vanilla **\$26.99** — **NEW***

* Coming Spring 2021

Organic Pure Vanilla Bean Paste with Seeds —**NEW***

E. Our Organic Pure Vanilla Bean Paste delivers the same rich, classic flavor as Pure Vanilla Extract in a convenient paste formula. Perfect in white desserts where you want to highlight tiny vanilla bean flecks like ice cream, custards or milkshakes.

Replace 1 tsp/5 mL of paste for 1 tsp/5 mL traditional extracts or 1 tbsp/15 mL for one vanilla bean.

60398 Organic Pure Vanilla Bean Paste
(2 oz/56 g) **\$10.99**

* Coming Spring 2021



Vanilla Ice Cream

5 large egg yolks
1 cup/250 mL whole milk
salt, a pinch
3/4 cup/180 mL sugar
2 cups/500 mL heavy cream
1 to 1-1/2 tbsp/15 to 22.5 mL **Watkins Organic Pure Vanilla Bean Paste**

In a bowl, stir together egg yolks. Heat milk, salt and sugar in a saucepan over medium-low until hot (not boiling). Gradually pour 1/4 cup/60 mL at a time of the hot milk mixture into the yolks while constantly whisking. Add the warmed yolk and milk mixture back into the saucepan. Cook over low heat, stirring constantly and scraping the bottom with a heat-resistant spatula for about 5 minutes. Remove custard from heat. Set a large bowl over ice and pour heavy cream into bowl. Strain the custard into the heavy cream. Add the vanilla bean paste and stir until blended. Stir over the ice until cool, then refrigerate to chill thoroughly (at least 2 hours). Freeze custard in an ice cream maker according to the manufacturer's instructions.

NEW!

A



Aromatic Bitters [®]—NEW*

A. Made with a hint of Watkins Vanilla, Watkins Aromatic Bitters lend a rich and warm dash of flavor in your favorite cocktail.

60700 (4 fl oz/118 mL) **\$8.99** — NEW

60702 (11 fl oz/325 mL) **\$14.99** — NEW

* Coming Spring 2021

Watkins Vanilla Old Fashioned

- 1 tsp/5 mL **Watkins Pure Vanilla Extract**
- 1/4 tsp/1.25 mL **Watkins Pure Orange Extract**
- 1/4 fl oz/7.25 mL simple syrup
- 3 dashes **Watkins Aromatic Bitters**
- 1-inch piece orange peel
- 2 fl oz/59 mL bourbon
- Orange wedge for garnish (optional)

Combine the vanilla extract, orange extract, simple syrup, bitters, orange peel and a splash of water in a glass. Add ice cubes and bourbon. Stir for a few seconds, then garnish with a wedge of orange, if desired.

Watkins Classic Manhattan

1 or 2 dashes Watkins Aromatic Bitters, 2 parts whiskey, 1 part sweet vermouth over ice in mixing glass. Stir, strain and serve.

*Not just for your Old Fashioned—
think outside the bottle with these recipes*

Watkins Bitters Spiced Pecans

- 4 cups/1,000 mL unsalted raw pecans—or your choice of raw mixed nuts
- 1/4 cup/60 mL brown sugar
- 2 tbsp/30 mL butter, melted
- 1/4 tsp/1.25 mL **Watkins Organic Cayenne Pepper**
- 1 tsp/5 mL **Watkins Organic Ground Cinnamon**
- 1 tbsp/15 mL honey
- 1 tbsp/15 mL **Watkins Aromatic Bitters**
- 1-1/2 tsp/7.5 mL salt

Preheat oven to 350°F/180°C. Spread the nuts out on a baking sheet and roast in the oven until golden brown, about 10-15 minutes (stir the nuts about halfway through). Combine the brown sugar, butter, spices, honey and bitters in a large bowl. Add the nuts to the bowl and mix thoroughly until evenly coated. Add salt and mix again.

Bitters Whipped Cream

- 1 cup/250 mL heavy cream
- 3 tbsp/45 mL powdered sugar
- 1/2 tsp/2.5 mL **Watkins Aromatic Bitters**
- 1/4 tsp/1.25 mL **Watkins All Natural Original Gourmet Baking Vanilla**[®]

Combine all ingredients in the bowl of an electric mixer and beat with a whisk attachment until soft peaks form.

Aromatic Vinaigrette

- 1/4 cup/60 mL red wine vinegar
- 3/4 cup/180 mL olive oil
- 1-1/2 tsp/7.5 mL dijon mustard
- 2 tbsp/30 mL butter, melted
- 1 tbsp/15 mL honey
- 2 tsp/10 mL **Watkins Aromatic Bitters**
- 1/2 tsp/2.5 mL salt (or to taste)
- Watkins Organic Ground Pepper** (to taste)

Add all ingredients to a pint size or larger jar, such as a mason jar. Seal jar and shake well. Makes about 1 cup. Toss with spinach, romaine or mixed greens. Serve immediately or refrigerate and use within 2 weeks.

B



Decorating Sugars and Sprinkles [®]

B. Watkins decorating sugars and sprinkles are free from artificial dyes, making them the perfect partner for our Natural Food Coloring. Made with natural colorings, our sugars and sprinkles are vibrant without using FD&C colors.

Sugars

- 21703 Green (4.2 oz/121 g)
- 21704 Rainbow (4.6 oz/131 g)
- 21702 Red (4.7 oz/134 g)

\$5.99 each

Sprinkles

- 21701 Chocolate (3.5 oz/100 g)
- 21700 Rainbow (3.4 oz/98 g)

\$5.99 each



Natural Food Coloring

C. Derived from pure vegetable juices and spices, our food coloring is naturally free from artificial FD&C colors. Other dye free coloring options can involve fussy powders you need to mix, but our colors are easy-to-use liquids. Simply add drops of color to brighten-up frostings, cakes, and more. Gluten Free.

- 60350 Assorted: Red, Yellow, Green, Blue (4-0.3 fl oz Bottles, 1.2 fl oz/35 mL) **\$8.99**



D



Natural Food Coloring Singles

D. Get ready to tackle those big baking projects! By popular demand your favorite food colorings are now available in larger size singles. (1 fl oz/29 mL)

- 60353 Red
- 60354 Green

\$5.99 each



NEW!

A



1868 Organic Grilling [®]—NEW*

The bold flavors of the Northwoods of Minnesota run as deep as the Great Lakes themselves. The Watkins Co. brings the authentic seasonings of the true north to your kitchen or grill, just as we have for more than 150 years.

1868 Organic Grilling Seasonings [®]—NEW*

A-B. Our 1868 Organic Grilling Seasonings bring out the best in whatever you are grilling. From chicken to steak to vegetables, our twist on classic notes of sea salt, garlic, pepper and more are sure to please.

- 21656 Chicken Seasoning (3.2 oz/90 g)
- 21658 Garlic & Herb Seasoning (2.9 oz/83 g)
- 21657 Hamburger Seasoning (3.6 oz/104 g)
- 21655 Steak Seasoning (3.5 oz/100 g)

\$4.99 each

* Coming Spring 2021

B

NEW!



*Quick Tip—
Try This!*

1868 Organic Grilling Seasoning and Grilling Rubs
Use 1 Tablespoon to season 1 pound of meat.
If desired, rub cooking oil onto meat before seasoning.



C

NEW!



1868 Organic Grilling Rubs [®]

NEW*

C. Sweet and smoked flavors come together in our 1868 Organic Grilling Rubs. These blends of seasonings and spices bring sweet, smoked and savory flavors together to flavor poultry, beef, pork and more.

21659 Smoked Maple Rub (3.8 oz/108 g)

21660 Sweet & Savory Rub (3.6 oz/104 g)

\$4.99 each

* Coming Spring 2021

D

NEW!



1868 Organic Grilling Marinades [®]

NEW*

D. Bright citrus and sweet flavors are layered in warmth in our 1868 Organic Grilling Marinades, these blends lend a Northwoods layer of flavor to your favorite fish and meats.

06721 Chili Lime Marinade (1.06 oz/30 g)

06720 Spiced Maple Marinade (1.25 oz/35 g)

\$1.79 each

* Coming Spring 2021

Watkins Marinade

1/4 cup/60 mL oil

2 tbsp/30 mL water

2 tbsp/30 mL white vinegar

1 packet Watkins Organic Grilling Marinade

2 pounds/900 g chicken, beef or shrimp

Combine oil, water and vinegar with marinade packet in a resealable bag or a covered bowl. Add meat of choice. Refrigerate 15 to 30 minutes, remove meat and discard remaining marinade. Grill or pan fry until fully cooked.





A



Organic Spices ®

A-B. From our 1928 Gold Medal-winning performance at the International Exposition in Paris through today, The Watkins Company brings you the very best spices from around the world. Sourced from the highest quality organic herbs and spices, our Organic Spice Line brings your cooking to life.

- 21603 Chili Powder (2.9 oz/85 g)
- 21653 Chives (0.2 oz/5 g) — **NEW****
- 21604 Cilantro Leaves (0.63 oz/18 g)
- 21605 Ground Cinnamon (2.5 oz/71 g)
- 21607 Ground Cumin (2.8 oz/82 g)
- 21610 Onion Powder (2.8 oz/82 g)
- 21611 Oregano Leaves (0.77 oz/22 g)
- 21614 Crushed Red Pepper (1.6 oz/48 g)
- 21635 Rosemary (1.4 oz/42 g)
- 21627 Rubbed Sage (0.70 oz/20 g)
- 21615 Thyme Leaves (1.26 oz/36 g)

\$4.99 each

- 21619 Basil Leaves (0.71 oz/20 g)
- 21602 Ground Black Pepper (2.8 oz/80 g)
- 21629 Ground Turmeric (2.4 oz/70 g)
- 21612 Paprika (2.9 oz/85 g)
- 21613 Parsley Flakes (0.59 oz/17 g)

\$5.49 each

- 21601 Bay Leaves (0.17 oz/4.9 g)
- 21639 Whole Black Peppercorns (2.6 oz/75 g)
- 21620 Cayenne Pepper (2.4 oz/68 g)
- 21621 Cinnamon Sticks (1.2/34 g)
- 21622 Curry Powder (2.6 oz/74 g)
- 21623 Dill Weed (0.78 oz/22 g)
- 21608 Garlic Powder (3.1 oz/90 g)
- 21625 Ground Ginger (2.0 oz/58 g)
- 21630 Fine Himalayan Pink Salt (5.7 oz/163 g)*
- 21626 Ground Mustard (2.6 oz/75 g)
- 21628 Sesame Seeds 2.8 oz/80 g)
- 21637 Smoked Paprika (2.4 oz/68 g)

\$5.99 each

- 21606 Ground Cloves (2.4 oz/69 g)
- 21643 Whole Cloves (1.5 oz/42 g)
- 21624 Garlic Salt (4.9 oz/141 g)
- 21609 Ground Nutmeg (2.8 oz/82 g)

\$6.99 each

* Organic Claim not applicable

** Coming Spring 2021

B



In 1928, Watkins was awarded the Gold Medal-Grand Prize at the 1928 Paris International Exposition for outstanding Vanilla Extract, Pepper and Cinnamon.





C



Organic Seasoning Blends®

C. Handcrafted to deliver all the superior flavor you expect from Watkins, our organic blends enhance any dish you create. Our highest quality is only a dash, sprinkle or shake away!

- 21644 Adobo Seasoning (4.1 oz/116 g)
- 21651 Cajun Seasoning (2.3 oz/65 g) — **NEW****
- 21646 Chai Powder (4.0 oz/113 g)
- 21636 Everything Bagel Sesame Seasoning Blend (3.0 oz/85 g)
- 21645 Harissa Seasoning (2.5 oz/70 g)
- 21634 Italian Seasoning (1.2 oz/34 g)
- 21649 Potato Salad Seasoning (4.1 oz/116 g)
- 21631 Seasonings with Salt (4.2 oz/120 g)

\$5.99 each

- 21633 All Purpose Seasoning Salt-Free (2.7 oz/78 g)
- 21648 Garam Masala (2.6 oz/75 g) — **NEW****
- 21641 IPA Seasoning (3.6 oz/102 g)

\$6.99 each

- 21647 Vanilla Powder (3.4 oz/96 g) **\$11.99**

** Coming Spring 2021



Watkins Harissa Shakshuka

A dish of eggs poached in a sauce of tomatoes, peppers and spices which is often served with fresh toasted bread. It has existed in Mediterranean cultures for centuries, but this one-pan meal has gained mainstream popularity.

- 3 tbsp/45 mL olive oil
- 1 28 oz/794 g can crushed tomatoes with juice
- 1 large onion, halved and thinly sliced
- 1 red bell pepper, seeded and diced
- 1 1/2 tbsp/22.5 mL **Watkins Organic Harissa Seasoning**
- 1/4 tsp/1.25 mL **Watkins Organic Ground Black Pepper**
- 1 cup fresh spinach
- 4 eggs
- 1 tsp/5 mL **Watkins Organic Parsley Flakes**
- 1/3 cup/80 mL crumbled feta cheese
- 1 avocado, diced (optional)
- Fresh baguette or bread, toasted

Heat the olive oil over medium heat in a 12-inch skillet with a lid. Add the onion and red pepper. Cook until onion is soft and translucent. Reduce heat to medium-low. Stir in tomatoes with juice, harissa and black pepper. Simmer for 15 minutes until the sauce is thickened. Add the spinach and stir until wilted. Make 4 wells in the sauce and crack in the eggs. Cover and cook until the eggs are set, 5 to 8 minutes. (The timing will depend on how runny you like your egg yolks.) Remove from heat and sprinkle with parsley, feta, and diced avocado. Serve with toasted bread.



A



B



Organic Pepper Blends ☺

A. Our Gold Medal-winning Black Pepper is blended with the highest quality herbs and spices to bring superior flavor to your cooking and grilling. These blends are versatile and bold.

- 21616 Lemon Pepper Blend (3.6 oz/104 g)
- 21618 Seafood & Poultry Seasoning (3.3 oz/94 g)
- 21617 Steak Seasoning (3.3 oz/94 g)

\$5.99 each

Organic & Non-GMO Grinders ☺

B. The full flavors of freshly ground pepper, salt and organic spices are only a twist away with our Organic and Non-GMO grinders. Our adjustable grinder is pretty enough to sit tableside and lets you tailor the coarseness to your taste, ensuring you enjoy the richest of Watkins Organic seasonings with every turn.

- 21682 Himalayan Pink Salt (5.7 oz/161 g)*
- 21683 Mediterranean Sea Salt (5.3 oz/150 g)*

\$5.99 each

- 21681 Black Peppercorn (2.6 oz/75 g)
- 21685 Garlic Peppercorn (2.7 oz/79 g)
- 21684 Garlic Salt (4.3 oz/123 g)
- 21680 Peppercorn Blend (2.4 oz/69 g)

\$7.99 each

* Organic Claim not applicable

C



Rotating Metal Spice Rack—NEW

C. Free up cupboard space and display your Watkins spices where they can be seen! Complement any kitchen décor with this custom chrome plated wire rack that holds up to 16 Organic Spice Bottles or Grinders. Spices sold separately.

16608 (Spices not included) **\$29.98**

D



Eco-Friendly Reusable Bag

D. Never use harmful plastic bags again! Instead, opt for this eco-friendly bag that can hold up to 20 pounds. It's perfect for the grocery store, a trip to the mall, a stop at the gym or even as an overnight bag.

09702 **\$4.99**



Pure Ground Black Pepper

E. We select only the finest sources of premium-grade, top-quality peppercorns with high essential oil content. Experience the Gold Medal-winning taste of the most flavorful pepper on the market.

60396 (2 oz/56 g) 🏆 **\$3.99**

00581 (4 oz/113 g) 🏆 **\$6.29**

01140 (6 oz/170 g) 🏆 **\$9.99**

01141 (12 oz/340 g) 🏆 **\$16.49**

Organic Ground Black Pepper

F. 00582 (4 oz/113 g) 🏆 **\$6.29**

Pure Ground Cinnamon 🏆

G. Our award-winning cinnamon has been a part of family rituals for more than 100 years. Watkins cinnamon is made of premium cassia cinnamon with high essential oils.

01115 (6 oz/170 g) **\$9.49**



Watkins Cinnamon Vanilla Macarons

- 2 cups/500 mL powdered sugar
- 1 cup/250 mL almond flour
- 3 large egg whites, room temperature
- 1/8 tsp/0.6 mL salt
- 3 tbsps/45 mL granulated sugar
- 1/2 tsp/2.5 mL **Watkins All Natural Original Gourmet Baking Vanilla**®
- 2 tsp/10 mL **Watkins Pure Ground Cinnamon**

Filling

- 1/2 cup/125 mL butter, softened
- 1/4 cup/60 mL brown sugar, packed
- 3/4 cup/180 mL powdered sugar
- 1/2 tsp/2.5 mL **Watkins All Natural Original Gourmet Baking Vanilla**®
- 1/2 tsp/2.5 mL **Watkins Pure Ground Cinnamon**

Preheat oven to 325°F/160°C

Place powdered sugar and almond flour in food processor or blender. Pulse 30 seconds until a fine texture. Set aside.

In a stand mixer, beat egg whites, salt and vanilla together on medium speed. Switch to high and beat until stiff peaks form. Fold in the sugar 1 tbsps/15 mL at a time. Fold the sugar/flour mixture into the egg whites until combined. Mixture will be smooth, sticky and glossy when done. Let batter rest for 10-30 minutes.

Line 2-3 baking sheets with ungreased parchment paper. Prepare and fill your piping bag. Pipe small circles (2-in/5-cm) on sheets. Gently tap the sheets to release bubbles. Sprinkle cinnamon on top of each. Let cookies rest for 45-60 minutes.

Bake sheets, one at a time, for 10 minutes each. Allow cookies to cool completely before removing from pans and assembling with filling.

Filling: Mix butter and brown sugar for one minute on high speed, until smooth and creamy. Beat in powdered sugar until blended and then add vanilla and cinnamon. Mix to blend.



A



Organic Salad Dressing Mixes

A. Now make your favorite salad dressings at home! Enjoy a cool and creamy Ranch Dressing or a zesty Italian in the same convenient no-measure, one-time use pouches you have come to expect from Watkins.

USDA Organic Certified and Non-GMO Project Verified.

Purchase in a quantity of 12 eaches, same flavor, to receive a display box for convenient organization (shown below).

- 06719 Organic Italian (0.85 oz/24 g)
 - 06718 Organic Ranch (0.85 oz/24 g)
- (Non-GMO claim not applicable)

\$1.89 each



B



Organic Gourmet Dip Mixes

B. Bring classic blends of organic spices and herbs into the kitchen to create your own rich and savory gourmet dips, spreads and more with Watkins Organic Dip Mixes. These convenient no-measure, one-time use pouches are USDA Organic Certified and Non-GMO Project Verified.

Purchase in a quantity of 12 eaches, same flavor, to receive a display box for convenient organization (shown below).

- 06708 Organic Cucumber & Dill (0.95 oz/27 g)
- 06709 Organic Garlic & Dill (0.74 oz/21 g)
- 06704 Organic Guacamole (0.63 oz/18 g)
- 06707 Organic Onion (1.0 oz/28 g)
- 06706 Organic Ranch (0.71 oz/20 g)
- 06705 Organic Salsa & Sour Cream (1.23 oz/35 g)

\$1.99 each





Organic Gourmet Seasoning Mixes

C-D. Gourmet meals are made simple with Watkins Organic Gourmet Seasoning Mix pouches. These convenient no-measure, one-time use pouches ensure you have the perfect recipe every time. USDA Organic Certified and Non-GMO Project Verified.

Purchase in a quantity of 12 eaches, same flavor (Country Gravy Tray in quantities of 6 each) to receive a display box for convenient organization (not shown).

- 06714 Organic Brown Gravy (0.85 oz/24 g)— **NEW**
- 06713 Organic Chicken Gravy (0.85 oz/24 g)— **NEW**
- 06710 Organic Chili Seasoning © (1.25 oz/35 g)
- 06711 Organic Fajita Seasoning © (1.02 oz/29 g)
- 06703 Organic Taco Seasoning (1.0 oz/28 g)
- 06716 Organic Taco Mild Seasoning (1.0 oz/28 g)— **NEW**
- 06717 Organic Taco Reduced Sodium Seasoning (1.0 oz/28 g)— **NEW**
- 06715 Organic Turkey Gravy (0.85 oz/24 g)— **NEW***

\$1.59 each

06712 Organic Country Gravy ©D (2.82 oz/80 g) **\$2.49**
(Non-GMO claim not applicable)

* Coming Spring 2021



A



NEW!



NON-AEROSOL
PROPELLANT FREE

Organic Canola Cooking Spray [®]—NEW

A. Our Organic Canola Oil is formulated to be versatile and complement your cooking. Canola Oil is perfect for traditional, non-stick cooking uses.

01041 (5 fl oz/150 mL) **\$5.99**

NEW!

B



Family Size Soup and Gravy Bases—NEW SIZE*

B. Whip up delicious stocks, gravies and sauces with ease. Wholesome ingredients provide homemade flavor without the expense of canned soups and saltiness of bouillon cubes.

21864 Beef (19 oz/540 g)

21865 Chicken (19 oz/540 g)

21866 Onion (24.2 oz/686 g)

\$15.98 each

* Coming Spring 2021

REMEDIES by J.R. Watkins



No-Rinse Foaming Hand Cleanser

NEW

C. A naturally derived, non-drying hand wash to cleanse and moisturize hands while on-the-go. This effectively washes away dirt and neutralizes odors with no added water or rinsing necessary. (1.6 fl oz/48 mL)

- 103003 Blue Lavender
- 103002 Lemongrass
- 103004 Unscented

\$6.49 each

Plant-Based Hand Sanitizers—**NEW***

D. A naturally derived, hand sanitizer to cleanse hands and kill germs while on-the-go. Each made with aloe extracts. (4 fl oz/118 mL)

- 103041 Fresh Lemon
- 103042 Peppermint
- 103043 Sandalwood
- 103040 Unscented

\$6.49 each

* Coming Spring 2021

Body Washes

E. Gentle plant-based cleaners and skin conditioners cleanse skin without stripping away natural moisture. Leaves all skin types fresh, hydrated and healthy-looking. (18 fl oz/532 mL)

- 20608 Lemon Cream
- 20609 Coconut Milk & Honey
- 20612 Lavender
- 20611 Aloe & Green Tea
- 20610 Grapefruit

\$10.49 each

Men's Body Wash

F. This daily moisturizing Body Wash invigorates and refreshes your skin with a crisp, fresh blend of citrus and woody scents. Use from head to toe (and anywhere in between), leaving your skin fresh and healthy-looking. (18 fl oz/532 mL)

- 20614 Bergamot & Oak
- 20615 Wintergreen & Spruce
- 20616 Sandalwood Vanilla

\$10.49 each



"Amazing product! I bought this for my husband and son to try and I find myself using it. The Bergamot & Oak Body Wash is a great value, an amazing clean and has an invigorating smell!"

—Watkins Customer from Campbell River, BC



Hand Creams

A. Natural shea and cocoa butters are whipped together with more than 10 natural oils and extracts to protect, soothe and condition delicate skin. This 96–98% natural moisturizer is ideal for rough areas (such as hands and feet) or for use as an all-over body moisturizer. (3.3 oz/95 g)

- 40509 Lemon Cream
- 40511 Coconut Milk & Honey
- 40508 Lavender
- 40507 Aloe & Green Tea

\$12.49 each

Body Lotions

B. Love lotion? We do, too! Available in a large, value size with a convenient pump. Natural plant oils, shea and cocoa butters replenish and hydrate leaving skin soft, smooth and healthy-looking. (18 fl oz/532 mL)

- 20582 Lemon Cream
- 20583 Coconut Milk & Honey
- 20585 Lavender
- 20584 Aloe & Green Tea
- 20581 Fragrance Free
- 20587 Peppermint Foot & Body

\$13.99 each

Foot Repair Salve

C. This salve is 99% natural and specifically blended to soothe and restore the skin on overworked or callused heels and toes.

20480 (2.1 oz/59 g) **\$11.49**



"This Foot Repair Salve is fantastic for the feet. It is a great product and it helped to soften the underside of my feet. I recommend it warmly."

—Watkins Customer, Diane

D-E



Foaming Hand Soaps

D. The moisturizing foam in these premium hand soaps gently cleanses the skin, while classic fragrances leave hands smelling fresh. (9 fl oz/266 mL)

- | | |
|------------------------|----------------------|
| 20626 Lemon | 20627 Lavender |
| 20628 Coconut | 20632 Ocean Breeze |
| 20623 Aloe & Green Tea | 20629 Vanilla Mint |
| 20622 Grapefruit | 20631 Neroli & Thyme |

\$6.49 each

Gel Liquid Hand Soaps

F. Formulated with premium natural ingredients, these hardworking soaps will leave hands exceptionally clean and smooth. (11 fl oz/325 mL)

- | | |
|------------------------|----------------------|
| 23051 Lemon | 23052 Lavender |
| 23058 Coconut | 23037 Neroli & Thyme |
| 23050 Aloe & Green Tea | 23042 Ocean Breeze |
| 23055 Grapefruit | 23040 Vanilla Mint |

\$6.49 each

Hand Soap Refills

Refill your Hand Soap bottle 3 times! This value sized, environmentally friendly pouch is filled with the same naturally gentle formula you know and trust, leaving hands soft and clean with a fresh scent.

E. Foaming (28 fl oz/828 mL)

- 60626 Lemon
- 60623 Aloe & Green Tea

\$7.49 each

G. Gel Liquid (34 fl oz/1 L)

- 63011 Lemon
- 63010 Aloe & Green Tea
- 63012 Lavender
- 63042 Ocean Breeze

\$7.49 each

F-G



Products may ship different than shown



Pain Relieving Liniment Spray

A. The natural pain-relieving properties of camphor are blended with the penetrating power of menthol to create a convenient, fast-acting spray that is 99% natural. Sore muscles and arthritis pain have met their match!

12350 (4 fl oz/118 mL) **\$12.49**

Pain Relieving Liniment

B. J.R. Watkins first product is a one-of-a-kind pain reliever made from camphor and capsicum. This natural formula absorbs quickly to ease the discomfort caused by minor muscle aches and stiffness.

02317 (11 fl oz/325 mL) **\$15.99**

Pain Relieving Cooling Gel

D. Cool and soothe muscle aches, simple back pain, and minor arthritis with this 97% natural menthol formula that works much like an ice-pack.

12309 (3.3 oz/93.6 g) **\$11.49**

Pain Relieving Warming Balm

E. Wintergreen extract (natural menthyl salicylate), menthol, and capsaicin join forces to warm muscles naturally. The greaseless formula is 99% natural, and it penetrates quickly to relieve muscle aches and minor arthritis.

12311 (3.3 oz/93.6 g) **\$11.49**

Natural Menthol Camphor Vapor Rub

C. Use this 99% natural chest rub (made with beeswax and soy bean oil) to relieve symptoms associated with the common cold.

12315 (2.1 oz/59 g) **\$10.49**



Products may ship different than shown



Menthol Camphor Relief Mist

F. Diffuse a penetrating blend of menthol, eucalyptus and camphor into the air, and let the vapors of this 98% natural mix help you breathe—especially during cold season. Each bottle contains over 600 sprays.

12340 (4 fl oz/120 mL) **\$12.49**

White Cream Liniment

G. This creamy lotion uses evergreen-based counterirritants to provide temporary relief from arthritic pain and muscle soreness caused by exertion.

02316 (11 fl oz/325 mL) **\$17.99**



Petro-Carbo Pain-Relieving Salve

H. A staple for every medicine cabinet and first aid kit, this versatile product made from carbolic acid and botanicals relieves pain and itching associated with minor cuts, scrapes, burns, skin irritations and insect bites.

06613 (4.37 oz/124 g) **\$17.99**

Menthol Camphor Cough Suppressant Rub

I. This cooling product helps relieve the congested feeling of a chest cold and suppresses the accompanying cough. The rub also provides temporary relief of arthritic and rheumatic pain, backache, sprains, strains, lumbago, and bruises.

06609 (4.13 oz/117 g) **\$12.99**

A



**Cooling Menthol
Extra Strength Pain Relief—NEW***

A. Fast-acting menthol pain relief for backaches, sore muscles and joint pain. Choose from four mess-free applications.

Roll-On—NEW
Easy roll-on application.
109047 (2.8 oz/79 g)

Spray—NEW
Perfect for hard to reach areas.
109046 (4.0 fl oz/118 mL)

Gel—NEW
No mess applicator tube.
109044 (4.0 oz/113 g)

Patches—NEW
7.5% natural menthol
109045 (5 individually packaged patches)
\$15.99 each

**Muscle Pain Relief
With Natural Magnesium—NEW***

B. Penetrating pain relief for muscle strains and soreness, and aching joints. With natural magnesium, vitamin D, camphor and peppermint. Choose from four mess-free applications.

Roll-On—NEW
Easy roll-on application.
109043 (3.0 oz/85 g)

Spray—NEW
Perfect for hard to reach areas.
109042 (4.0 fl oz/118 mL)

Lotion—NEW
No mess applicator tube.
109040 (4.1 oz/116 g)

Patches—NEW
109041 (5 individually packaged patches)
\$15.99 each

* Coming Spring 2021

B



C



D



Toilet Bowl Cleanser

C. J.R. Watkins Toilet Bowl Cleanser is the most powerful bowl cleaner available. When nothing else on the market will tackle those high rust and hard water stains, this professional strength cleaner is sure to make your bathroom bowl sparkle. It cleans and deodorizes, and is safe for your septic tank. It's extremely powerful. For use on vitreous china only.

06795 (32 fl oz/950 mL) **\$14.99**

Multi-Purpose Degreaser

D. Got grease? J.R. Watkins Degreaser is the powerful, versatile and biodegradable solution. Put it to work in hot or cold water. In the laundry room, it removes stubborn grease and oil stains from clothing. Use it around the house to clean greasy stovetops, grills, bicycles, appliances, garage floors, and more. This degreaser concentrate makes up to 64 gallons of cleaning solution.

06785 (32 fl oz/950 mL) **\$14.99**

E



Orange Citrus Tub & Tile Cleaner

E. Drive away hard water stains and soap scum with this environmentally-friendly cleaner that is safe for your septic system. This cleaner will leave your bathroom tub, tile and fixtures spot-free.

26788 (24 fl oz/710 mL) **\$6.49**



"Best product anywhere. I never want to be without J.R. Watkins Degreaser. It is the only product that removes stains from man-made fabrics, shirt collars, pillow cases and more. It's also great for cleaning greasy areas in the kitchen. If you can't remove a stain or grease then use this degreaser."

—Watkins Customer from Gravenhurst, Ontario



Consider Starting Your Own Watkins Home Business

"I love this business! Using the wonderful Watkins products in our own home and sharing the Watkins Home Business opportunity with others is so rewarding. I have the freedom to work when I choose and from where I choose, which is at home! It is very rewarding assisting others in joining and growing their own Watkins businesses and watching them succeed. All this along with the great income potential make Watkins an opportunity second to none."

- Anne Thomas
Independent Watkins Executive

"We live on a farm 90 miles from the closest town with a population of only 4000. Back when interest rates hit 18% and corn and beef prices hit rock bottom, I visited all the neighboring towns and helped many people start their own home-based Watkins businesses. The income from expanding our team helped save the farm. We enjoy everything Watkins has to offer—fantastic products, great training and lifelong friendships throughout the United States and Canada."

- Laurine & Ken Huston
Independent Watkins Executives

"Watkins allowed me to escape the stressful world of my government job and become self-employed with the flexibility of working from home. By sharing the business opportunity with my party plan hosts, I quickly built a substantial business income that enabled me to buy my own home. As a single mother of two I would not have been able to accomplish this with my previous job. Being able to offer the freedom of self-employment to others is the most rewarding part of my Watkins business."

- Bonnie Campbell
Independent Watkins Executive

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OPPORTUNITY**



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