

FLAVORS
of **IMPRINT**

Treat Yourself!

Step-by-step instructions for
our favorite summer cravings



IMPRINT

SUMMER 2023

Get out your shakers, skewers and spatulas!

Summer is in full swing, so we've compiled a list of our must-have sips, sweets and snacks — and how to make them.

We love an afternoon salad on a hot day, a crisp cocktail as the sun sets, and that occasional late-night dessert. And they're always better shared.

While we may not be able to share these treats with you in person, we hope you'll share them with us in spirit. And let us know how they turn out! **Tweet us** a picture of what you make or email it to: imprint@imprintcontent.com. Please share your favorite recipe with us, too!

— YOUR FRIENDS AT **IMPRINT***

*Imprint is a full-service content strategy and marketing agency. Our team brings years of experience creating innovative solutions that engage, compel and inspire. It is because of our team that we have been named Content Marketing Agency of the Year 4 times in only 10 years. Check out the team's recipes; we think they deserve some accolades, too!

A peek at the menu

SAVORY SNACKS

- 4 GUACAMOLE**
- 5 FENNEL, FARRO AND ARUGULA SALAD**
- 6 CHERRY TOMATOES**
- 7 CAPRESE SKEWERS**

DELECTABLE DESSERTS

- 8 CLASSIC ENGLISH ETON MESS**
- 9 BLUEBERRY AND PEACH TART**
- 10 PERFECT PEACH PIE**
- 11 BAKED'S LEMON LIME BARS**
- 12 S'MORES**

BLISSFUL BEVERAGES

- 13 HUGO SPRITZ**
- 13 UPPER WEST SIDER**
- 14 RED WINE SPRITZ**
- 14 MARGARITA SANGRIA**
- 15 CLASSIC CUBAN MOJITO**
- 16 SPICY PINEAPPLE MARGARITA**

FESTIVE FROZENS

- 17 SNOW CONES**
- 18 BANANA ICE CREAM**
- 19 PECAN PRALINE ICE CREAM**
- 20 ICE CREAM SANDWICHES**



SAVORY SNACKS

GUACAMOLE

Cooking time: 45 minutes - 1 hour • **Servings:** For parties, potlucks



INGREDIENTS

- 5 large avocados, ripe
- 5-6 limes (depending on size)
- ½ finely minced red onion
- 1 teaspoon table salt
- 2 Roma tomatoes, chopped
- 1 cup diced cilantro
- 2-4 finely minced serrano peppers (according to spice tolerance)
- Party sized bag of tortilla chips

STEPS

1. Cut avocados in half, remove seed. Scoop avocado out of halves with a spoon into a large salad bowl.
 2. Cut limes in half; squeeze lime juice into the large salad bowl. Mix limes and avocado together with a wooden spoon until guacamole-like consistency is achieved.
 3. Add 1 teaspoon of salt. Mix evenly.
- Begin each next step to double-check for taste; add ingredients little by little to make sure you aren't overdoing it.**
4. Add 2 chopped roma tomatoes, mix evenly.
 5. Add ½ finely minced red onion, mix evenly.
 6. Dice the cup of cilantro leaves, and throw away the stems; add diced leaves.
 7. Cut serrano peppers in half; remove seeds. Finely dice serrano pepper halves and add into large salad bowl. Mix evenly.

STORAGE TIPS

Leave an avocado seed in the salad bowl, it (allegedly) makes guacamole last a little longer. Cover large salad bowl with cling wrap or aluminum and store in refrigerator. Can last for at least 3 days.

SAVORY SNACKS

FENNEL, FARRO AND ARUGULA SALAD

Cooking time: 30 minutes + overnight • **Servings:** 6



INGREDIENTS

- 2 cups farro (10 ounces)
- 2 fennel bulbs, thinly sliced
- ½ cup parsley chopped
- 4 packed cups arugula
- 1 cup olive oil
- ½ cup of white wine vinegar
- 2 tablespoons of honey
- 2 garlic cloves, minced
- Zest and juice of 1 lemon
- Salt and freshly ground pepper

STEPS

1. Cook the farro, then refrigerate overnight.
2. Make the dressing in a bowl by mixing the olive oil, honey, white wine vinegar, garlic, lemon juice and zest. Slice the fennel bulbs with a mandoline, then mix the farro, fennel and dressing. Refrigerate overnight.
3. Serve on a bed of arugula greens with freshly cracked pepper and salt.



This super easy salad is cool, crisp and hearty — perfect for a quick lunch when it gets really hot out.

— COLTER HETTICH, editor

RECIPE BY: COLTER HETTICH

SAVORY SNACKS

CHERRY TOMATOES

Prep time: 8-10 weeks

Servings: Varies

INGREDIENTS

- Cherry tomato seeds
- Seed-starting mix

STEPS

1. Plant seeds ¼-inch deep in a container filled with seed-starting mix.
2. Place the container in a warm spot with bright, indirect light. And keep the growing medium consistently moist but not wet. Germination usually takes around five to 10 days.
3. Harden off seedlings and transplant outside as long as nighttime temperatures are consistently above 50 degrees Fahrenheit.
4. Harvest after 8-10 weeks.
5. Enjoy a fresh tomato straight from the vine!

TIPS

Make sure the tomatoes have ample growing space, use a support structure to keep them off the ground, and don't water overhead.

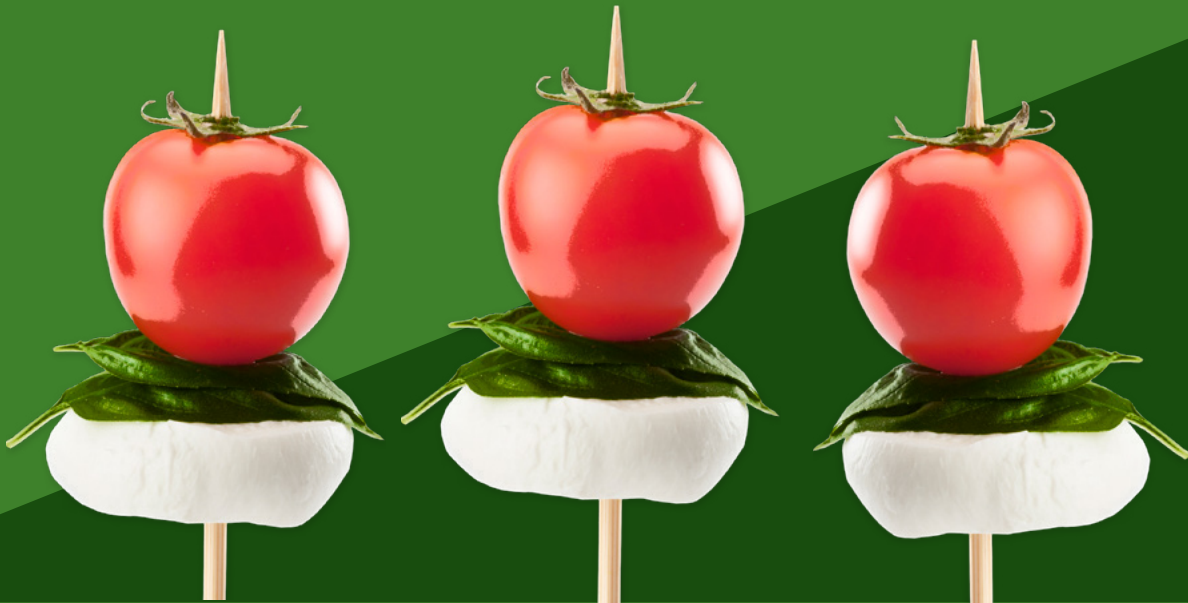
Pick them fresh off the stem and pop them in your mouth. They're like candy — and nothing smells better than the tomato stem residue, earth, and sunshine mixed together on your hands.

— MEG SULLIVAN, managing director

SAVORY SNACKS

CAPRESE SKEWERS

Cooking time: 15 minutes • Servings: 8



INGREDIENTS

- 24 cherry tomatoes
- 12 mini mozzarella balls
- 24 basil leaves
- Extra-virgin olive oil, for drizzling
- Balsamic reduction, for drizzling
- Sea salt and freshly ground black pepper
- 12 skewers

STEPS

1. Thread two tomatoes, a mozzarella ball, and fresh basil onto mini skewers.
2. Drizzle with olive oil and balsamic reduction, and sprinkle with salt and pepper.



We pick the cherry tomatoes and basil fresh from our garden, and add the homemade mozzarella.

— **ASHLEY BRENNER**, creative director



DELECTABLE DESSERTS

CLASSIC ENGLISH ETON MESS

Cooking time: 20 minutes • Servings: 4

INGREDIENTS

- 1 ¼ cups whipping cream
- 1 tablespoon powdered sugar
- 1 ⅔ cups ready-made meringues
- 2 cups fresh strawberries
- 1 cup fresh raspberries



The best summer dessert is Eton Mess. Crumble crispy meringue with strawberries, raspberries, blackberries, blueberries (any kind of berry really), and then mix it all together with whipped cream. You can thank me later. — **DUNCAN MILNE**, managing director

STEPS

1. Place whipping cream in a large mixing bowl, add sugar, and whip with an electric whisk until cream is light and fluffy. Do not over whip. The success of the dish requires softly whipped cream. The peaks should stand up with tips gently falling over for correct consistency.
2. Break meringue into large, bite-sized chunks and gently stir into cream. Don't worry if some of the meringue crumbles. Refrigerate overnight.
3. Place half of the strawberries into another large mixing bowl, and press gently with the back of a fork to break up strawberries slightly and release some of the juice. Do not be too heavy-handed with the squashing, as you do not want a puree.
4. Stir strawberries gently into the cream. Place cream mixture into a 7-inch trifle or glass serving dish. Halve and then quarter remaining strawberries, then place strawberry quarters atop the cream.
5. Chill for 30 minutes, then sprinkle with powdered sugar before serving.



DELECTABLE DESSERTS

BLUEBERRY AND PEACH TART

Cooking time: 1 hour • Servings: 8



INGREDIENTS

- ½ cup nuts finely chopped
- ½ cup (plus 1 cup for filling) powdered sugar
- 1 ½ cups flour
- ¾ cup softened butter
- 2 (3 ounce) packages room temperature cream cheese
- 1 cup powdered sugar
- 1 cup heavy cream
- 1 pint blueberries
- 2 cups fresh peaches, chopped

STEPS

1. Preheat oven to 350°F. Combine nuts, ½ cup powdered sugar, flour, and butter in food processor and process until mixture forms a ball. Or, combine by hand.
2. With fingers, press dough into 12-inch tart pan with removable bottom, taking care to push crust into indentations in tart pan. Pat nuts onto crust. Bake for 10 to 12 minutes, or until very lightly browned.
3. Beat the cream cheese with 1 cup powdered sugar. Beat the heavy cream with the granulated sugar until it forms soft peaks. Fold the whipped cream into the cream cheese mixture. Spoon this mixture into the cooled pie shell and top with blueberry and peach filling.
4. Refrigerate until well chilled.



I like that it's not glazed like you find with most tarts — and try toasting the nuts and sprinkling cinnamon and nutmeg on the crust before baking.

— **PETER GALLAGHER**, director of finance

RECIPE BY: PETER GALLAGHER

DELECTABLE DESSERTS

PERFECT PEACH PIE

Cooking time: 1 hour 30 minutes

Servings: 8

INGREDIENTS

For dough:

- 2 ½ cups all-purpose flour
- 12 tablespoons unsalted butter, cold, cut into ½-inch cubes
- 1 teaspoon kosher salt
- Yolk of 1 egg, beaten
- 1 teaspoon cider vinegar
- ¼ cup water, from ¾ cup ice water
- White of 1 egg, beaten
- Pinch of granulated sugar

For filling:

- 6 or 7 ripe peaches, peeled and sliced
- 2 tablespoons lemon juice
- 1 cup granulated sugar
- ¼ cup all-purpose flour
- Pinch of ground nutmeg



Nothing says summer like a fresh peach pie with all butter pie crust! I like to enjoy mine *à la mode* — with a scoop of vanilla ice cream.

— LISANNE GAGNON, art director

STEPS

1. Mix the flour, butter and salt until it resembles a coarse meal.
2. Add egg yolk and vinegar to ¼ cup ice water, and stir to combine. Drizzle 4 tablespoons of this mixture over the dough, and gently stir to combine. Gather a golf-ball-size bit of dough, and squeeze to combine. If it does not hold together, add more liquid, stir, then check again.
3. Gather dough into a rough ball. Divide in half, then in half again, and again, to create 8 portions. Using the heel of your hand, flatten each portion of dough on a lightly floured surface to expand the pebbles of butter, then gather the dough together again in one ball. Divide this ball in half.
4. Flatten each ball into a 5- or 6-inch disc, one slightly larger than the other. Wrap the discs in plastic wrap, and place in the refrigerator for at least 60 minutes.
5. Preheat oven to 425°F. Combine peaches, lemon juice, sugar, and flour in a large bowl, and gently mix.
6. Take the larger of the pastry discs out of the refrigerator, roll it out on a lightly floured surface and place in a 9-inch pie plate. Add the filling and sprinkle with nutmeg.
7. Roll out second disc of pastry, and place on top of filling. Trim pastry, pinch bottom and top edges together, and cut a few slits to allow steam to escape. Brush the egg white on the top, and sprinkle with a pinch of granulated sugar.
8. Bake for 15 minutes, then reduce heat to 375°F. Cook until peaches bubble and pastry is golden, approximately 45 minutes to an hour.



DELECTABLE DESSERTS

BAKED'S LEMON LIME BARS

Cooking time: 1 hour 30 minutes

Servings: 12

INGREDIENTS

For crust:

- 440 grams toasted coconut
- 140 grams graham crumbs
- 680 grams butter
- 304 grams powdered sugar (10 size)
- 1 tablespoon vanilla extract
- 890 grams all-purpose flour
- 1 tablespoon salt

For lemon curd:

- 840 grams egg yolks
- 12 eggs
- 1,386 grams sugar
- 2 ½ cups lime juice
- ½ cup lemon juice
- Zest from 6 lemons
- Zest from 4 limes
- 24 ounces cubed butter, room temperature
- 1 ½ cups heavy cream

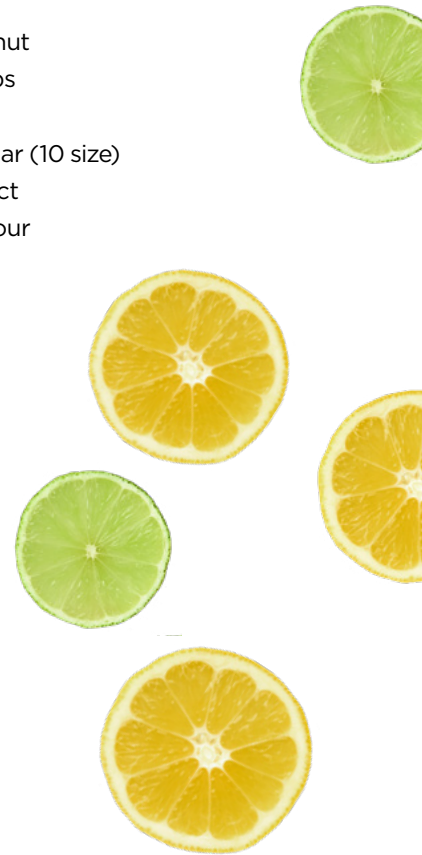


Baked is a bakery in my neighborhood in Red Hook, Brooklyn. A friend of mine graciously shared their recipe for their lemon lime bars. They're the best you'll ever try!

— **PIERCE KINNALLY**, visual designer

STEPS

1. Cream butter and 10x powdered sugar in mixer. Add flour, salt and vanilla. Mix just until a dough begins to form. Add toasted coconut and graham. Note: the dough pieces will be soft and will come together when pressed with fingers.
2. Press dough onto the bottom of a half sheet pan lined with parchment. Place extender on pan, and place in freezer until firm. Blind bake crust (with beans) 20–25 minutes, take off beans, and then bake for an additional 5 minutes until top crust is well browned.
3. Combine the egg yolks, eggs, sugar, lemon and lime juices and lemon and lime zests together in a pot while constantly whisking. Make sure to whisk **vigorously** incorporating a lot of air into curd. Mixture is done when it has thickened considerably.
4. Remove from heat and whisk in butter and heavy cream.
5. Strain mixture and pour into the baked graham shell. Take time to scrape all excess curd from the sieve.
6. Bake at 325°F for 10–15 minutes or until the top is set but not cracked or brown.



DELECTABLE DESSERTS

S'MORES

Cooking time: 10 minutes

Servings: 10

INGREDIENTS

- 1 box graham crackers
- 1 bag large marshmallows
- 3 Hershey's milk chocolate bars
- Metal skewers
- A wood-fueled fire (or oven)

STEPS

Open-flame method:

1. Center half of chocolate bar on each of 2 graham cracker halves.
2. Spear 2 marshmallows onto a metal skewer.
3. Toast marshmallows over the flame until they just begin to melt.
4. Sandwich the marshmallows between graham crackers in chocolate, and remove the skewer.

Oven method:

1. Center half of chocolate bar on each of 2 graham cracker halves.
2. Place remaining 2 graham cracker halves on cookie sheet; top each with marshmallow.
3. On middle rack, broil 30 seconds or just until marshmallows are golden brown.
4. Immediately invert onto chocolate-topped graham crackers; press gently.
5. Let stand 1 minute to soften chocolate. Serve immediately.



BLISSFUL BEVERAGES

HUGO SPRITZ

Cooking time: 3 minutes • Servings: 1



The perfect poolside cocktail — light, refreshing, and it feels just a little bit fancy (while being super easy to make).

— KIM PAPA AMADEO, editorial director

INGREDIENTS

- 6 ounces prosecco
- 1 ounce St. Germain
- 1 bottle sparkling water
- 6 mint leaves
- 1 lime slice
- 1 cup ice

STEPS

1. Muddle the mint and lime in the bottom of the glass.
2. Add the St. Germain, then the prosecco, then a splash of sparkling water.
3. Briefly stir, then serve.



UPPER WEST SIDER

Cooking time: 3 minutes • Servings: 1

INGREDIENTS

- 2 ounces vodka
- 1 ounce St. Germain
- 1 tablespoon lime juice
- 1 cucumber slice
- 8 mint leaves
- 1 cup ice

STEPS

1. In a cocktail shaker, add ice, vodka, St. Germain, cucumber slices, mint leaves and lime juice.
2. Shake cocktail shaker until it feels cold and ingredients have become combined.
3. Pour into chilled cocktail glasses over ice.



If you're lucky enough to have a terrace overlooking Riverside Park and the Hudson, retire there on a summer's evening and toast your good fortune. If not — the UWS welcomes all to join in spirit. Cheers!

— DAN DAVENPORT, editorial director

RECIPES BY: KIM PAPA AMADEO / DAN DAVENPORT



BLISSFUL BEVERAGES

RED WINE SPRITZ

Cooking time: 3 minutes • **Servings:** 6



The easiest summer cocktail.

Refreshing in less than a minute and a great way to enjoy even a full-bodied red in the warm weather.

— **RYAN MOHLAND**, senior marketing manager

INGREDIENTS

- 1 bottle red wine
- 1 bottle club soda
- Fresh mint
- Raspberries

STEPS

1. Fill glass completely with ice then pour wine over ice until glass is half full.
2. Fill remaining glass with club soda.
3. Garnish with raspberries and mint leaves.

MARGARITA SANGRIA

Cooking time: 15 minutes • **Servings:** 8

INGREDIENTS

- 1 bottle chilled white wine (vinho verde recommended)
- 1 cup silver tequila
- ½ cup Countreau
- ⅓ cup lime juice
- 2 cups limeade
- Limes, oranges and apples, cut into chunks

STEPS

1. Combine ingredients in a pitcher. Stir well, and cover.
2. Chill overnight (or at least 2 hours) before serving.



RECIPES BY: RYAN MOHLAND/ LUCY WARNER

CLASSIC CUBAN MOJITO

Cooking time: 5 minutes • Servings: 1



INGREDIENTS

- 1 teaspoon white sugar
- ½ lime, cut into 2 wedges
- 2 sprigs fresh mint
- ¼ cup white rum
- 1 cup club soda
- 1 cup crushed ice

STEPS

1. Pour 1 teaspoon of sugar into an empty 12 ounce glass.
2. Squeeze the juice from one lime wedge into each glass, drop in the wedge, and add the sprigs of mint.
3. Use a spoon or muddler to mash the sugar, lime juice, and mint together in the bottom of the glasses.
4. Fill each glass about half full with crushed ice, then pour the rum into each glass.
5. Fill the glasses with club soda, stir, and garnish with additional lime wedges.



A taste of the tropics, and the mint leaves provide a cool, fresh feeling on a warm summer evening.

— **NELSON PEÑA**, senior copywriter



BLISSFUL BEVERAGES

SPICY PINEAPPLE MARGARITA

Cooking time: 1 minutes • Servings: 2



INGREDIENTS

- 3 ounces tequila reposado
- 1 ounce Cointreau
- 4 ounces pineapple juice
- 1 ounce lime juice
- Ice
- 2 tablespoons kosher salt
- 2 tablespoons granulated sugar
- 1 tablespoon Tajin seasoning
- Fresh jalapeño slices

STEPS

For the rim:

1. Mix 2 tbsp kosher salt with 2 tbsp granulated sugar and 1 tbsp Tajin seasoning. Spread the mixture on a shallow rimmed plate.
2. Moisten the rims of two rocks glasses with lime juice, then rim glass by rotating each glass upside down in the mixture on the plate.

For the cocktail:

1. Fill each glass with ice.
2. Next, fill a shaker halfway with ice then add tequila, Cointreau, pineapple juice and lime juice.
3. Fit the shaker lid on tight, then shake until the shaker feels cold and is frosty. Strain the cocktail equally into each glass.



My go-to summer cocktail. Made with fresh lime juice, tequila, Cointreau and pineapple juice. Topped off with a splash of seltzer and a few jalapeño slices.

— MOLLY MALINOWSKI, director

FESTIVE FROZENS

SNOW CONES

Cooking time: 20 minutes

Servings: 6

INGREDIENTS

- 4 cups water
- 4 cups sugar
- 4 envelopes powdered drink mix
- 4 cups ice

STEPS

1. In a large saucepan over medium-high heat, bring water to a boil. Add sugar and stir until sugar is dissolved.
2. Divide syrup evenly between 4 medium bowls. Add an envelope of powdered drink mix to each bowl. Stir until drink mixes are dissolved and thoroughly blended into syrups. Cool.
3. Using a funnel, pour each flavored syrup into squeeze bottles. Refrigerate until cold.
4. Place ice cubes in blender jar. Cover and process on ice crush or pulse until ice is completely crushed. Transfer ice to a large bowl. Sprinkle water over ice, and mix thoroughly. Use an ice cream scoop to shape ice into balls and place in cups for serving. Drizzle with flavoured syrup.
5. Store remaining syrups in the freezer for next use.



A summer classic! Everyone looks adorable holding a snow cone.

For an upgrade, put a scoop of vanilla ice cream at the bottom. It's a game changer.

— JENNA GARDNER, director

FESTIVE FROZENS

BANANA ICE CREAM

Cooking time: 4 hours • Servings: 4



Easy-to-make, one-ingredient ice cream. What could be better?

— **ANDY SEIBERT**,
managing partner

INGREDIENTS

- 4-5 ripe bananas

STEPS

1. Peel the bananas, cut them in nickle-thick slices, and place them on a parchment-paper lined cookie sheet. Cover and place in the freezer for a few hours (until frozen).
2. Remove and place in a blender — mix until smooth.
3. Serve immediately, or place back in the freezer in an airtight container for at least 2 more hours. Scoop and serve.

FOR CONSIDERATION

Once a smooth blend, consider mixing in peanut butter, Nutella, choco-chips or something else delicious. Use your imagination!



FESTIVE FROZENS

PECAN PRALINE ICE CREAM

Cooking time: 30 minutes + overnight
Servings: 6

INGREDIENTS

- 2 cups heavy cream
- 1 ½ cups milk
- 1 cup packed light brown sugar
- 4 egg yolks
- 1 teaspoon vanilla
- ⅔ cup pecans chopped
- 1 jar caramel sauce

STEPS

1. In a medium saucepan, combine cream, milk and brown sugar. Cook over medium-low heat, stirring frequently until the mixture is hot and sugar has dissolved.
2. In a bowl, whisk egg yolks together. Whisk in about 1 cup of the hot mixture, then return to the pan and continue whisking until well blended. Continue cooking for about 5 to 7 minutes, until the mixture coats a spoon. Stir in vanilla and pecans, and let cool completely.
3. Pack the mixture into a container and freeze until solid.
4. Scoop into bowl, and drizzle with caramel sauce before serving.

What screams ‘summer!’ more than homemade ice cream?

Caramel, pecans and vanilla ice cream — a perfect combo!

— **KEN WILLIAMS**, managing director

FESTIVE FROZENS

ICE CREAM SANDWICHES

Cooking time: 1 hour + overnight

Servings: 12

INGREDIENTS

- 1 cup butter, softened
- 1 cup white sugar
- 1 cup packed brown sugar
- 2 eggs
- 2 teaspoons vanilla extract
- 1 teaspoon baking soda
- 2 teaspoons hot water
- ½ teaspoon salt
- 3 cups all-purpose flour
- 2 cups semisweet chocolate chips
- ½ gallon vanilla ice cream

STEPS

1. Preheat oven to 350°F (175°C).
2. Cream together the butter, white sugar and brown sugar until smooth. Beat in the eggs one at a time, then stir in the vanilla. Dissolve baking soda in hot water. Add to batter along with salt. Stir in flour, chocolate chips and nuts. Drop large spoonfuls onto ungreased pans.
3. Bake for about 10 minutes in the preheated oven, or until edges are nicely browned.
4. Refrigerate cookies overnight.
5. Take ice cream out of freezer 15 minutes before you're ready to serve. Once ice cream has softened, scoop onto a cookie, then sandwich with a second cookie.



This combines two of my favorite treats, cookies and ice cream. If you're short on time: Just buy your favorite cookie and combine with your favorite ice cream for a delicious summer treat. — **JULISSA ORTIZ**, senior director



IMPRINT

*Enjoy
the tastes
of summer!*

We hope these treats will find their way into your cookouts, pool parties and celebrations.

And if you improvise and discover fun and/or tasty spins on any recipes, please let us know. At Imprint, we're all about personalization.

Leave Your Mark.

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