

'Tis the season...ing Ferdinand siblings bring Hot Hot Lover to market

BY CASEY UEBELHOR

It all started with a slip of the tongue. Deb Abell was purchasing hot sauce for her husband, Doug, and made a rather innocent remark to the salesman. "My husband is a hot lover," she told him. Of course Deb only meant to say that her husband has a penchant for spicy cuisine, but the salesman was clearly amused. He became even more amused when Deb attempted to

correct the misunderstanding. "No, I meant he is a *hot hot lover*," she insisted.

Needless to say, the attempt only exacerbated the matter, and sure enough, the story of the innocent remark was told and retold (to many a hearty laugh), quickly becoming the stuff of family legend. According to brother and sister duo, Natalie and Zach Abell, their dad is still referred to as Hot Hot Lover or HHL!

Fast-forward a few years...

After the purchase of a new family smoker, Doug and Zach became outright grilling enthusiasts. As countless dry rubs were tried and tested, Zach found himself dissatisfied with the overly salty, big market options at hand. Where were the rubs that "focused more on peppers and spices and didn't sacrifice flavor for fillers?" He wondered.

Well, Zach didn't sit around wondering. He set to work! He experimented until he'd created the perfect blend, and when it came time to name his masterpiece, only one name would do: Hot Hot Lover seasoning was born.

It wasn't long before sister Natalie joined in the venture, and the Ferdinand siblings debuted their artisan seasoning company at Christkindlmarkt in 2014. At that time, Hot Hot Lover offered only six blends. But this year, the brother and sister spice masters are bringing 12 dry rubs and seasonings to market, as well as two seasonal German blends — *Wurzig Schnitzel* (spicy cutlet) and *Schwenkbraten Wurze* (pan fry spice). The Hot Hot Lover booth will also feature five limited edition micro-batch blends, and a new gift box for habanero pepper lovers will be debuted this year.

The Abells sell spices in individual shakers and in gift boxes of twelve small containers. Deb reports that "gift boxes usually sell out by noon on Sunday, so folks should come early!"

Find your favorite Hot Hot Lover blend under the two red tents at the Monastery Event Center. Hot Hot Lover rubs and seasonings are made with all natural ingredients, are low



Brother and sister duo, Zach and Natalie Abell, are the masterminds behind Ferdinand's artisan seasoning company, Hot Hot Lover. This year, they bring two seasonal German blends to market.

in salt and contain no additives, preservatives, MSG or gluten. After market, don't forget to follow 'Hot Hot Lover' on Facebook or visit www.hothotlover.com for recipes, tips and the best grillin' tips.



Since its debut in 2014, Hot Hot Lover has expanded their selection of blends, all created and mixed by master seasoners, Natalie and Zach Abell.

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