

You are receiving this email from My American Market because you purchased a product, subscribed to the newsletter, or have communicated with us in the past. My American Market does not rent, sell or share our databases with anyone.

Your privacy is very important to us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



UP & RUNNING!

This is it! My American Market is launched and can now satisfy everyone's cravings! Yet, I like to be more than a regular "Epicerie Américaine". I would like to create a community around our common values, interests and tastes! The newsletter is a key component. I will try to share here relevant information and tips for the American community and friends, such as American-oriented support groups or blogs, fun recipes to cook for your family, tips about living abroad, games etc.

Feel free to comment and participate by writing us via [email](#) or [MyAm's blog](#).

Yummily yours,

Anne-Claire

acbocage@MyAmericanMarket.com

MyAM Support Group

> Americans in Toulouse (aka AIT International Club)

Who belongs to your support group?

AIT regroups English-speaking expatriates in Midi Pyrénées. The club welcomes families, couples and individuals of all nationalities living in or visiting the Toulouse area whatever their length of stay.

What is your mission?

AIT fosters friendships and offers support for anyone relocating to the Toulouse area through:

- a guidebook, which contains a wealth of practical and up-to-date information for New-comers to assimilate effectively into their new country of residence.
- a web forum with members' posts, with tips about the new country, city, language, culture, schools and jobs etc.
- a monthly electronic newsletter
- various meetings and events throughout the year: book club, Thanksgiving etc.

When is your next event?

We will have our "Annual Family Summer Picnic" on the 5th of July at Lac de St. Cricq in Gers ([more information here](#)).

How can we contact you?

You can visit our website www.americansintoulouse.com or email us directly at membership@americansintoulouse.com.



Newsletter #1
June 17, 2009

> In this issue

[UP & RUNNING!](#)

[Americans in Toulouse](#)

[Garden Rhubarb Cake](#)

[American Brown Sugar](#)

[Would you like to contribute to the newsletter?](#)

[Tell your friends about MyAM and get rewarded!](#)

[I order, you order, We should group order!](#)

[Do you have a blog or personal website?](#)

[Cooking conversions](#)

[Oven temperature conversions](#)

[What does MyAM mean?](#)

MyAM Recipe

> Garden Rhubarb Cake

In a large bowl, cream 1 stick of butter (= 1/2 cup) until soft; you can use an electric mixer. Add 1 1/2 cups of brown sugar, packed, beat in; then add 1 egg and 2 teaspoons of vanilla.

In another bowl, mix 2 cups of flour, 1/2 teaspoon of salt, 1 teaspoon of baking soda, and a large pinch of nutmeg if desired.

Combine 1 teaspoon of lemon juice with 1 cup of milk. Add the flour mixture to the butter mixture. Gently fold in 2 cups coarsely chopped fresh rhubarb, peeled if stringy. Stir just enough to mix. Pour into 9x13 inch buttered pan. Bake in preheated 350 degree oven for 45 minutes or until a toothpick comes out clean.

Sprinkle with powdered sugar and cinnamon. The cake may be served with fresh whipped cream. Enjoy!



This recipe was brought to you by Lisa Kuhn Quinn, innkeeper of Dormouse House Garden, a Bed & Breakfast in Villennes-Sur-Seine (near Paris).

You can write her at: lisa.dormousehouse@gmail.com

Products Highlight

> American Brown Sugar

You can find some sucre roux/cassonade in French supermarkets. It is very similar to what you may know as raw sugar or turbinado sugar. Made from cane, it is healthier than white sugar because less processed (this also explains its color and big crystals). However, American brown sugar contains **molasses** which give this unique stickiness and taste to your baking. There is nothing better than the real deal for cooking!

My American Market carries 2 sorts of Brown Sugar for your recipes:

ShopRite Light Brown Sugar (32 oz / 907g)

Our retail price: 4.19 euros TTC

ShopRite Dark Brown Sugar (32 oz / 907g)

Our retail price: 4.29 euros TTC



[SHOP NOW!](#)



> Would you like to contribute to the newsletter?

We are welcoming writers to contribute with periodic articles or even to create their own regular column! Please feel free to contact me with your ideas. Your name and the name of your business/blog can be included next to your article.



Think about it:
it would be a great way to promote yourself and what you do!

> Tell your friends about MyAM and get rewarded!

If you like MyAM, your friends might too! Tell your entourage about our online store and your friends and yourself get 10% off your next order. Now that's what I call a win-win!

[Access our referral program here](#)

> I order, you order, we should group order!

Shipping costs are a pain! But you could play it smart: since the heavier the package, the cheaper the price of shipping to the pound, grouping orders makes economical sense! Learn more about the benefits of grouping your orders with friends, neighbors, colleagues or members of the same group here

[More about group ordering by clicking here](#)

> Do you have a blog or personal website?

Introduce MyAM in your blog and win a 40-euro gift basket of your favorite American treats!

[Read more on MyAM's blog](#)

MyAM Tip

> Cooking conversions

Cooking an American recipe with European cookware can get very tricky. And vice versa!

For all your cooking conversions, My American Market recommends you bookmark [Online Conversion](#).

It is extremely complete and adapts to each cooking scenario. First you need to select the ingredients you are cooking with from a very extensive list. Then you pick among a detailed list the measuring unit you are starting with and the one you want to convert it to.

Check it out! [> click her to access Online Conversion website](#)

> Oven temperature conversions

There is nothing more frustrating than cooking a promisingly tasty dish and being confronted with a European-style oven and not knowing how to set it! Even though temperatures and thermostats can slightly vary from one oven to another, the following chart should become your ally in the kitchen!

Source: Wikipedia

Gas mark	Fahrenheit	Celsius	Verbal
1/4	225°	107°	Very Slow/Very Low
1/2	250°	121°	Very Slow/Very Low
1	275°	135°	Slow/Low
2	300°	149°	Slow/Low
3	325°	163°	Moderately Slow/Warm
4	350°	177°	Moderate/Medium
5	375°	191°	Moderate/Moderately Hot
6	400°	204°	Moderately Hot
7	425°	218°	Hot
8	450°	232°	Hot/Very Hot
9	475°	246°	Very Hot

> What does MyAM mean?

MyAM is a play on words between the contraction of "My American Market" and "miam", the French way to say yummy!

[Visit us on Facebook](#)

facebook

[Follow us on Twitter](#)

