

THE RANGE

THE COMPLETE EDITION

Salts on the trolley, sauces behind the curtain.



THE TROLLEY

Four sea salts in the slim glass tube, made by hand in small batches in Mallorca. **p.4**

TURBULENCE AHEAD

The heat chart, out of five. Row five is kept clear. Milk on standby. **p.9**

THE RAT PACK

Four hot sauces, pictured at last. Not released. The curtain stays drawn. **p.6**

DESTINATION MALLORCA

Bread, tomato, oil, salt. Lunch in four ingredients. We handle the fourth. **p.10**

*Visible, not released. Artist's impressions: bottle, label and size not final. Do not shake the magazine before use.



PLEASE REMAIN SEATED WHILE SEASONING

Good morning, good afternoon or good evening, depending on your kitchen.

I spent fifteen years as cabin crew for Air New Zealand. The crew called me Super Rat: fast, sharp, a bit cheeky, the best service on board. I took it as a compliment and still do.

Once, in a London shop window, I saw a rat. Groomed. Dignified. Not a pest, a guest. That was more or less the whole business plan. Then I landed in Mallorca and stayed.

Today's service has two shelves. On the first, four sea salts, made by hand in small batches, all available now. On the second, four hot sauces, the Rat Pack, pictured as artist's impressions and not released. You may look at them. You may not have them. I apologise now to save time later.

The salts are on page 4. The sauces start on page 6. The heat chart is on page 9, near the milk.

Jose

FOUNDER · SUPER RAT SPICES

YOUR CREW TODAY

JOSE

FOUNDER & CABIN CREW

Fifteen years in the cabin. Now serves at kitchen-counter height, with fewer announcements.

LAURENZ

FIRST OFFICER, EVERYTHING ELSE

Nineteen. Races cars. Comfortable with heat, as long as it is in the tyres.

TODAY'S SERVICE

- 01 BOARDING**
Appetites ready for inspection.
- 02 WELCOME ABOARD**
The founder, the crew, the captain.
- 03 EVERYTHING ON BOARD**
Eight products. Four can leave with you.
- 04 THE TROLLEY**
Four salts, described honestly.
- 06 THE RAT PACK**
Four hot sauces in a line-up.
- 07 WINDOW SEATS**
Street Rat and Island Bite.
- 08 AISLE SEATS**
Back Alley and Clean Getaway.
- 09 TURBULENCE CHART**
Heat out of five. Milk nearby.
- 10 MALLORCA**
Markets, mountains, serious bread.
- 11 ENTERTAINMENT**
Unreliable history. A word search.
- 12 DISEMBARK**
Lids roll under the fridge.

THE RAT

HEAD OF HOSPITALITY

Pushes the trolley. Sunglasses stay on indoors. Nobody asks about the boater.



AN ANNOUNCEMENT FROM THE FLIGHT DECK

This is your captain speaking. We are cruising at kitchen-counter height, with clear skies over the salt shelf. Passengers turning to pages 7 and 8 may feel heat of up to four out of five from looking alone. The sauces have not been released, so they will not be served from the trolley. If the heat gets too much, your life jacket is in the fridge door. It is a glass of milk. Please secure your own glass before helping others. Cabin crew, arm the salts and cross-check.

EVERYTHING ON BOARD

Eight items, two shelves, no favourites. Four sea salts, made by hand in small batches in Mallorca. All available now. Four hot sauces, not released, standing in the queue holding boarding passes with no gate printed on them. Browse all eight. Take home four. Admire the other four from a respectful distance.

SHELF 1 · SALTS

AVAILABLE NOW



01 LEMONGRASS

A Thai kitchen in a pinch.
Net 45 g.

AVAILABLE NOW



02 CHILLI

The rat's original. Warm, no drama. Net 45 g.

AVAILABLE NOW



03 LEMON & ROSEMARY

A hillside, after rain. Rain not included. Net 55 g.

AVAILABLE NOW



04 ORANGE & CHILLI

Sunshine you can season with.
Net 45 g.

AVAILABLE NOW

SHELF 2 · THE RAT PACK

NOT RELEASED



S1 STREET RAT

Red chilli. Starts on eggs, ends on everything.

NOT RELEASED · HEAT 3/5



S2 ISLAND BITE

Habanero. Fruity on boarding, hot on landing.

NOT RELEASED · HEAT 4/5



S3 BACK ALLEY

Garlic. Was never on the manifest.

NOT RELEASED · HEAT 4/5



S4 CLEAN GETAWAY

Lemongrass. Gone before row 12.

NOT RELEASED · HEAT 2/5

Bottles S1-S4 are artist's impressions. Bottle, label and size not final. Pictured, not poured.

HOW TO READ THIS SHELF

Find the numbered tag. Match it to the item above. The rat on the crest is not an item and cannot be taken home. "Available now" may leave with you. "Not released" may be looked at and described to friends in more detail than they asked for. Shaking the magazine achieves nothing.

YOUR ALLOWANCE TODAY

Sea salt	One pinch per plate. Seconds on request.
Hot sauce	Nil. Please stop patting your pockets.
Milk	No limit. Recommended near Island Bite.

THE TROLLEY

ITEMS 01-04

AVAILABLE NOW · SEA SALT

Four sea salts, made by hand in small batches in Mallorca, in the slim glass tube. Nothing here exceeds the liquids allowance, because nothing here is a liquid. The trolley is now coming through the cabin. Please keep elbows clear of the aisle.



01 · LEMONGRASS

A Thai kitchen in a pinch.

Sharp citrus at the front, with a soft floral lift at the finish.

GOOD ON grilled fish and prawns · rice and noodles · roast chicken

NOT RECOMMENDED ON a lemon. Two citrus notes in one seat is overbooking.



CREW TIP Pinch it over the fish after it leaves the grill, not before. The grill has not earned it.

ITEM 01 SEA SALT WITH THAI LEMONGRASS · NET 45 G



02 · CHILLI

The rat's original. Warm heat, no drama.

Savoury at the front, then a slow warm heat that never takes the dish hostage.

GOOD ON eggs, any style · fries and roast potatoes · steak

NOT RECOMMENDED ON contact lenses. Wash your hands before you touch them.



CREW TIP Wait one bite before adding more. The warmth is on the connecting flight.

ITEM 02 SEA SALT WITH CHILLI, GARLIC & KAFFIR LIME LEAVES · NET 45 G

HOW TO HOLD A TUBE



1. Hold the tube upright, lid towards the ceiling.
2. Remove lid. Keep lid. The lid is not a souvenir.
3. Tilt it over the plate, not the pan. The pan will not thank you.
4. Tap twice with one finger. Replace lid. Return the tube to the upright position for landing.



03 · LEMON & ROSEMARY

A hillside, after rain.

Bright at the front, resinous and herby at the finish.

GOOD ON roast potatoes · lamb · focaccia and olive oil

NOT RECOMMENDED ON an actual hillside. You would need a great many tubes.



CREW TIP Rub a pinch between your fingers over the potatoes. The rosemary wakes up.



ITEM 03 SEA SALT WITH LEMON PEEL & ROSEMARY · NET 55 G



04 · ORANGE & CHILLI

Sunshine you can season with.

Sweet and bright at the front, then a slow chilli warmth at the edges.

GOOD ON duck and pork · dark chocolate · fennel salads

NOT RECOMMENDED ON orange juice. It already knows.



CREW TIP Try it on dark chocolate before anyone at the table has time to form an opinion.



ITEM 04 SEA SALT WITH ORANGE PEEL & CHILLI · NET 45 G



A NOTE ON THE ORANGE

The warmer Orange, with a little chilli in it, has been approved. It now sits in seat 04 as Orange & Chilli, and the original Orange has disembarked. It did not join the range: it took the seat, so there are still four salts on the trolley. Passengers attached to the original may remain in their seats. The captain said he would update you. This is the update.

SALT, BY THE NUMBERS

0

Rats harmed in the making of this range.

0

Exclamation marks used in this magazine.



Pinches recommended per plate: fewer than you think.

4

Sea salts on the trolley, all in the same slim glass tube.

THE RAT PACK

The Rat Pack, in the order they were brought in. Their bottles appear on pages 3, 7 and 8 as artist's impressions, drawn from witness descriptions in the usual way; bottle, label and size are not final. None is released. None is for sale. No date, no price, no bail.

NOT RELEASED



STREET RAT

The Everyday Hero

CHARGE

Persistent warmth in a public place.

KNOWN ASSOCIATES

Red chilli. Nothing else on file.

LAST SEEN

Everywhere. That is rather the point.

HEAT ● ● ● ● ○

ISLAND BITE

The Tropical One

CHARGE

Grievous fruitiness with intent to heat.

KNOWN ASSOCIATES

Habanero. Frequently seen together.

LAST SEEN

Wearing a floral shirt. Refused to explain the shirt.

HEAT ● ● ● ● ● ○

BACK ALLEY

The Dark One

CHARGE

Loitering with intent to be moreish.

KNOWN ASSOCIATES

Garlic. Always garlic.

LAST SEEN

Leaving by the kitchen door. All witnesses mention garlic.

HEAT ● ● ● ● ● ●

CLEAN GETAWAY

The Bright One

CHARGE

Falling to remain at the scene.

KNOWN ASSOCIATES

Lemongrass, and nobody else for long.

LAST SEEN

Briefly. Then not at all.

HEAT ● ● ● ● ○ ○



TRANSFER PASSENGERS

Cannot wait? Item 02, the Chilli sea salt, is the closest connection. Dried chilli, garlic and Kaffir lime leaves in a slim glass tube. Savoury first, warm after, and available now. It has a clean record and a valid passport. Please return to the trolley on page 4.



Cafe terrace. Fried eggs. A waiter, two pigeons and the lady at the next table observe a minute's silence.



Artist's impression. Bottle, label and size not final.

GOOD ON

fried eggs · roast potatoes · pizza crusts

IN THE EVENT OF

In the event of eggs, Street Rat deploys automatically. This is normal. The crew have seen it before.

CONNECTING FLIGHT

Fried eggs, Street Rat and a pinch of 02 Chilli salt. Two rats, one plate. Please do not separate them.

01 · THE GATEWAY

STREET RAT

Boarding all rows, starting with breakfast

Where the whole story starts. Bright, punchy, honest red chilli. It makes no stopovers and has nothing to declare. It boards at breakfast, on the eggs, and by dinner it has been upgraded to everything else.

Nobody remembers inviting it. Nobody has asked it to leave.

TURBULENCE ●●●○○ Light to moderate. The seatbelt sign is on, but the trolley is still coming round.

FREQUENT FLYER TIP

Replace the cap before shaking. This sounds obvious. The kitchen ceiling suggests otherwise.



Steam from every ear. Milk from every panel. The rat finishes the safety demonstration and asks for questions. Nobody can speak.



Artist's impression. Bottle, label and size not final.

GOOD ON

grilled chicken · pork · rice and beans

IN THE EVENT OF

In the event of a loss of cabin composure, milk will drop from the panel above. Pull it firmly towards you and breathe normally.

CONNECTING FLIGHT

Grilled pork, Island Bite and a pinch of 04 Orange & Chilli salt. Sunshine on both wings, and some on the tray table.

02 · THE HOT ONE

ISLAND BITE

Please locate your nearest glass of milk

Chilli and habanero, and the habanero brings the sunshine and the sting. The first part of the flight is fruity and tropical, with a window seat and a sea view. The descent is properly hot. The captain would like to mention this now, while everyone is still smiling.

TURBULENCE ●●●○○ Smooth and fruity at cruising altitude. Firm on the way down.

FREQUENT FLYER TIP

Secure your own glass of milk before assisting other passengers.



03 · THE SNEAKY ONE

BACK ALLEY

The garlic was already on board

Chilli and garlic, and it prefers to travel unannounced. Roasted garlic depth first, then a slow-building burn that takes the long way round. One spoon in a stew and the whole pot answers to it. It was not on the manifest. It is never on the manifest.

TURBULENCE ●●●●○ Calm at first. Then the seatbelt sign comes on, very quietly.



GOOD ON
stews · fried rice · a late-night cheese toastie

FREQUENT FLYER TIP
Add one spoon, then leave the galley. It prefers to work alone and does not like being watched.

IN THE EVENT OF

In the event of a missing garlic bulb, please do not check the stew. It is already too late. Carry on stirring.

CONNECTING FLIGHT

Roast potatoes with Back Alley, then 03 Lemon & Rosemary salt. A hillside, after dark.

Artist's impression. Bottle, label and size not final.



04 · THE FRESH ONE

CLEAN GETAWAY

Bright, aromatic and already through passport control

Chilli and lemongrass, with lime and a Thai-leaning freshness. The heat is sharp and zesty, and it leaves before anyone can take a statement. It lifts fish, noodles and anything else that needs an elegant exit. The mildest of the four, and the only one that has read the safety card.

TURBULENCE ●●●○○ Light chop. Gone before the seatbelt sign goes off.



GOOD ON
grilled fish · noodle soup · prawns

FREQUENT FLYER TIP
Add it last, just before serving. It always asks for the exit row.

IN THE EVENT OF

In the event of an evacuation, Clean Getaway will be first down the slide. Leave your hand luggage. Clean Getaway already has.

CONNECTING FLIGHT

Noodles with Clean Getaway and 01 Lemongrass salt. Lemongrass in two seats. We overbooked on purpose.

Artist's impression. Bottle, label and size not final.



FROM THE FLIGHT DECK · BOTH SHELVES

TURBULENCE IS EXPECTED

Every product on board, ranked by heat from nought to five. Two salts fly in smooth air; the Chilli and the Orange & Chilli are warm but well behaved. The sauces are another matter. The captain has read the briefing on all eight and is still on his first espresso.

THE TURBULENCE CHART · HEAT OUT OF FIVE

01 LEMONGRASS SALT		Smooth air. A Thai kitchen visible on the left.
03 LEMON & ROSEMARY SALT		Smooth air over a hillside. Seatbelt sign off.
02 CHILLI SALT		Warm, no drama. The seatbelt sign stays off.
04 ORANGE & CHILLI SALT		Clear skies, then a slow chilli warmth at the edges.
CLEAN GETAWAY SAUCE		Light chop. Over before the trolley reaches row 12.
STREET RAT SAUCE		Moderate. Frequent flyers do not look up from their eggs.
ISLAND BITE SAUCE		Strong. Fruity on the climb, properly hot on the descent.
BACK ALLEY SAUCE		Strong, arriving late, from somewhere behind you.

5 — nothing in the range is a five. The dial only goes there for the look of the thing. Sauce turbulence is forecast only; not released.

WHICH RAT ARE YOU?

1 · Do you prefer your heat on short-haul?

YES **CLEAN GETAWAY.** Bright, aromatic, gone before dessert. You leave parties the same way.

2 · Will it go on everything, including things that did not ask?

YES **STREET RAT.** It starts on eggs. It does not stay on eggs.

3 · Do you pack sunglasses before garlic?

YES **ISLAND BITE.** The sunshine first, then the sting.

NO **BACK ALLEY.** One spoon and the whole pot answers to you. Try not to let it go to your head.

CONNECTING FLIGHTS · SALT · SAUCE

→ **STREET RAT + 02 CHILLI**

On fried eggs. Salt boards first. Toast is held at the gate.

→ **CLEAN GETAWAY + 01 LEMONGRASS**

Over grilled prawns. Technically overbooked. Nobody offloaded.

→ **BACK ALLEY + 03 LEMON & ROSEMARY**

In a lamb stew. Garlic in the hold, rosemary in the cabin.

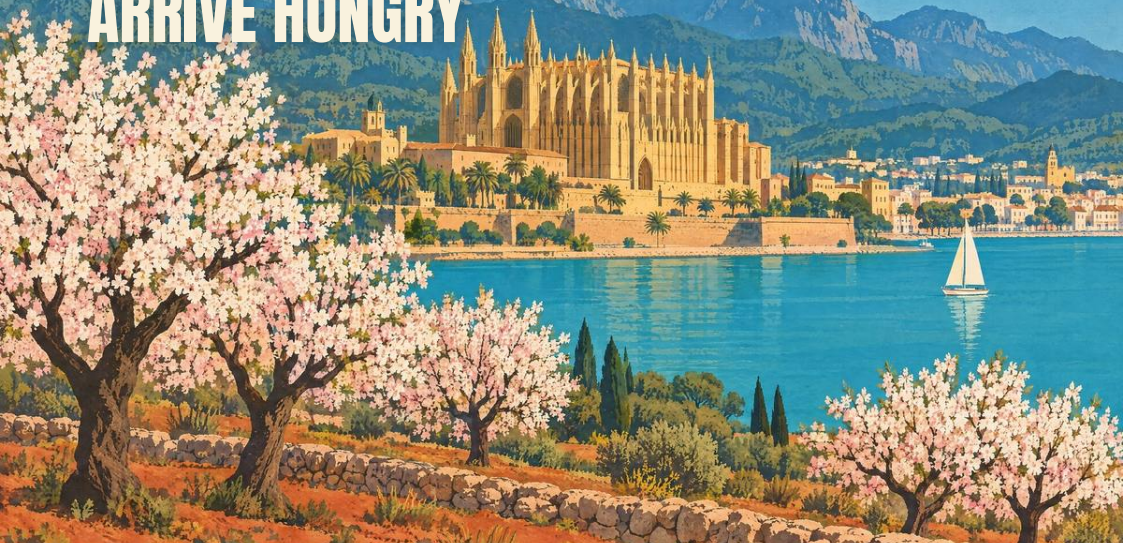
→ **ISLAND BITE + 04 ORANGE & CHILLI**

On slow-roast pork. Both asked for the sunny side.

ADVISORY FROM THE FLIGHT DECK

If things get warm, lean forward and reach for the milk. There is a life jacket under your seat. It is not rated for chilli. The milk has a better record.

MALLORCA: ARRIVE HUNGRY



Our guide to the island where the salt is made: local customs, what to pack, and how to reach a market before lunch does. Please keep your appetite in the upright position.

ARRIVAL. Passengers disembarking in Mallorca should be aware that the light here is unusually good. It makes everything on a plate look slightly better than it is. This is not a fault and should not be reported to the crew. Please do not judge your own cooking by it.

LOCAL CUSTOMS. Mercat de l'Olivar in Palma opens early and is best before lunch. It rewards the punctual. Sineu holds its market on Wednesdays, which helps visitors who have lost track of the days. Bread, tomato, oil and salt count as a complete sentence here. Please do not add to it.

SEASONAL NOTICE. For a couple of weeks around February, the almond trees blossom across the island. Passengers may feel a sudden urge to pull over and photograph a tree, and then the next tree, which looks the same. This is normal. Symptoms clear when the blossom does.

WHAT TO PACK. Sensible shoes for the Serra de Tramuntana. A flexible neck for La Seu, Palma's cathedral, which does not fit into one glance. Room in your hand luggage for an ensaïmada, which travels best in its box and should not be sat on.

LOCAL PHRASES FOR THE VISITOR

Bon dia CATALAN — Good morning. *Say it to everyone, including the queue.*

Molt bo CATALAN — Very good. *The full and correct review of any pa amb oli.*

La cuenta, por favor SPANISH — The bill, please. *Say it gently. Lunch may not know it is ending.*

Un poco más de sal, por favor SPANISH — A little more salt, please. *Or carry your own. Crew recommend a tube.*

WHAT TO EAT

PA AMB OLI — bread, tomato, oil, salt. Four ingredients, no committee.

TUMBET — layered vegetables. Photographs badly. Eats very well.

SOBRASSADA — soft, red and spreadable, on warm bread. Avoid white shirts.

ENSAÏMADA — a coiled pastry under icing sugar. Eat standing up, leaning forward, like a professional.

A SHORT AND UNRELIABLE HISTORY OF SALT

Compiled by the cabin crew from legend, rumour and one shop window. Some of it happened. Historians with concerns should raise them with a member of the crew.



ANCIENT ROME SALT ON THE PAYROLL

"Salary" is thought to come from *sal*, the Latin for salt, and legend says Roman soldiers were paid in the stuff. Historians argue about this. Nobody thought to ask the soldiers.



THE AGE OF SAIL SALT GOES TO SEA

Ships carried meat and fish packed in salt so the food would last the voyage. Sailors ate it for months. Nobody on board asked for extra.



15 YEARS ALOFT ENTER SUPER RAT

Jose spends fifteen years as cabin crew for Air New Zealand. The crew call him Super Rat. He takes the name the way crew take most things: smiling, without stopping the trolley.



LATER, LONDON THE RAT IN THE WINDOW

In a London shop window, Jose spots a rat: groomed, dignified, entirely at ease. Not a pest. A guest. The rat, being in a window, declines to comment.



MALLORCA, NOW ESTABLISHED IN TRANSIT

Jose lands in Mallorca and stays. The salt is made there, by hand, in small batches. The most recent entry in this history is, with luck, in your hand. Keep it closed, please.

C	H	I	L	L	I	G	T	O	S	C	I
A	C	R	O	L	L	A	M	S	Y	C	I
F	D	E	B	E	G	N	A	R	O	G	S
T	A	R	T	E	E	R	T	S	O	B	U
B	C	S	R	S	G	M	D	L	B	E	P
I	S	L	A	N	D	B	I	T	E	T	E
B	P	E	O	H	C	N	I	P	N	P	R
A	S	M	C	I	L	R	A	G	I	C	R
I	E	L	C	K	F	N	B	I	L	E	A
L	I	B	A	C	K	A	L	L	E	Y	T
T	R	A	N	S	I	T	N	D	K	D	O
H	S	T	G	R	O	S	E	M	A	R	Y

THE PUZZLE

FIND THE TWELVE

Twelve words are hidden in the grid. Find them before landing or before dinner, whichever comes first. Pens are not provided. Neither is help from the person in the next seat.

- | | |
|-------------------------------------|--------------------------------------|
| ☐ LEMONGRASS | ☐ STREET RAT |
| ☐ ROSEMARY | ☐ BACK ALLEY |
| ☐ GARLIC | ☐ ISLAND BITE |
| ☐ ORANGE | ☐ MALLORCA |
| ☐ CHILLI | ☐ TRANSIT |
| ☐ PINCH | ☐ SUPER RAT |

The answers are not printed overleaf. The back cover has other responsibilities.



FINAL APPROACH

BEFORE YOU DISEMBARK

- ☒ Return your tube to the fully closed position.
- ☒ Check the seat pocket and spice rack for belongings.
- ☐ Add less than you think. Salt is permanent.
- ☐ Chilli builds. Let it finish its announcement before the second pinch.
- ☐ If it got too spicy: the life jacket under your seat is milk.
- ☐ Onward connections: super-rat-spices.com.

TO BUY OR RESTOCK

AT THE STALL

The sea salts are sold in person. Ask us for the full ingredient and allergen list before you buy.

ONLINE · WAITLIST ONLY

SUPER-RAT-SPICES.COM

- Salt levels are at the discretion of the person holding the tube.
- Cabin crew are not permitted to season on a passenger's behalf.
- Your nearest grill may be behind you.
- The Rat Pack sauces are not released. Please stop asking the rat. He is wearing sunglasses and will not make eye contact.
- The history on page 11 is unreliable by design. Page 10 is not.

BOARDING PASS

SUPER RAT · SR-001

PASSENGER
YOU

FROM
THE KITCHEN

TO
DINNER

GATE
THE HOB

PASSENGER
YOU

SEAT
02 · CHILLI

CLASS
SEASONED

BOARDING
WHEN HUNGRY

BAGGAGE
ONE TUBE

SEAT
02



SUPER RAT

Sea salt & hot sauce · Mallorca
Established in transit

*Please return this magazine to the seat pocket, or
the kitchen drawer with the spare keys and the
rubber bands.*