

GENTEELIVING

genteel /jěn-tēl'/ refined or polite; elegantly stylish

HOLIDAY ISSUE

Our Story

One Direction: Genteel

Major Milestones

Party Planning Guide



GENTEEL

The standard markers on a compass point North, South, East, and West. It should include one more: G for genteel. It's how things are done, a way of living. From the way we decorate to the food we serve, the warm smiles and gifts we share, each gives onlookers a glimpse into how to live genteelly.

Lily
MAUDE'S

Our Story

We believe a classic is meant to be appreciated, admired from a distance, but never touched. All this changed around the time our founder came across a story on multi-generation businesses and was diagnosed with an autoimmune disease and food allergies.

Longing for moist cakes that once graced her Great-grandmother Lily Maude's stately buffet and seeing pies with the flakiest crust resting on the window sills at her Grandmother Ruth's, she launched Lily Maude's[®] in 2022 on a simple idea: take her family's heritage flour confections, strip them of gluten and nuts, keeping the butter, eggs, sugar, cream and texture intact; and deliver desserts worthy of a blue-ribbon or its 21st century equivalent-Specialty Food Association's coveted sofi Award.

In three short years, our specialty food company has hit major milestones: winning a New Product sofi Award (May 2023); launching on HSN (April 2024); winning a Gold sofi Award (May 2024) and named a Gold sofi Frozen Food Finalist (2025). With a family legacy steeped in farming, our ingredients are sourced from the land, not a lab. So, we just believe Great-grandmother Lily Maude and Grandmother Ruth would approvingly nod knowing we're using the choicest ingredients and the same time-honored baking traditions. *This dedication is for those gluten-free by force or choice. Why? We believe you should enjoy the taste and appreciate the ingredients.*

Major Milestones



2022



2023



2024



2024



2025



Holiday Entertaining

8 Easy Solutions

Establish a budget and stick to it.

There are several holidays back to back. Instead of hosting them all, choose one.

Hosting can be a lot fun, but a small gathering can quickly turn into a full blown party, going from 8 to 40 guests, easily. To keep the cost at a minimum, throw a dessert party. Doing so, you'll save money and time as party-goers will only be on hand for an hour or so.

Having an open bar is wonderful, but it comes with a premium price. When planning a party, think about prohibition raids and put your spirits out of sight. Use the occasion as an opportunity to let your creativity shine: mix a signature drink you created exclusively for the event.

When deciding on the menu, consider dietary restrictions and recipes that can be easily doubled or tripled to satisfy a larger crowd.

Get your playlist together in advance.

Forgo scented candles. Instead, slice fresh citrus and add it to simmering water. The clean, crisp aroma isn't at war with partygoers wearing perfume or cologne and it won't agitate allergies.

Greet guests with a cocktail.

Cocktail Tools

shaker	bottle opener
jigger	decorative ice cube tray
muddler	ice tongs
bar spoon	simple syrup
strainer	

POMEGRANATE PUNCH

Serves 6



20 oz. Pom Pomegranate Arils
 10 oz. Pom Pomegranate Arils, muddled
 36 oz. Ginger Beer
 2 large lemons
 1 large lime
 rosemary sprigs
 ice, optional

Wash and thinly slice lemons and lime.

With the exception of ice and rosemary sprigs, add ingredients to a large punch bowl and stir.

Add ice to each glass.

Use a ladle to serve, ensuring each glass has a bit of everything. Garnish with a rosemary sprig and enjoy.

**Need a grownup drink? Simply add gin or vodka to taste.*



HOLIDAY ENTERTAINING

MUSHROOM MUNCHIES

Yields 18-21

1 cup Lily Maude's
1 tsp baking powder
1 tsp sea salt
½ cup Pecorino Romano[®], grated
¼ cup Fontina, grated
1 small shallot, minced
1 tbsp fresh parsley, finely chopped
1 tbsp fresh thyme, finely chopped
1 large egg
1 cup cremini mushrooms, diced gluten-free flour
1 cup Chanterelle mushrooms, diced
3 ounces sparkling water
3 cup grapeseed oil



Place dry ingredients and herbs in a mixing bowl and stir.

Add mushrooms and cheese, creating a well.

Meanwhile, in a separate bowl, whisk eggs and water, and pour into well, stirring to fully incorporate the batter.

Pour oil in a pot and set over medium-high heat. Once oil has reached 350 degrees Fahrenheit, lower scoops of mushroom batter, without overcrowding the oil.

Mushroom Munchies should cook approximately 1 to 2 minutes.

Using tongs, carefully remove Mushroom Munchies and transfer to a paper towel lined pan to absorb any excess oil.

easy solutions

Fontina is naturally soft. Freezing the cheese at least an hour will make it easier to grate. Use a #100 ice cream scoop. It's petite and yields bite-size appetizers. If looking to feed a crowd without breaking the bank, double the cremini mushrooms, omitting the Chanterelle. Mushroom Munchies are best eaten immediately and pair so well with wine, beer and the Pomegranate Punch.

This recipe is quite versatile. Incorporate cooked sausage or butternut squash that's been roasted and mashed. This gives you two additional recipes for your appetizer repertoire.

**Recipe can be easily doubled or tripled to satisfy a crowd.*



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