

‘Raised to Matter Ghee’ coming to Crescent City

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Come September, look for a new product line from Rumiano Cheese Co. in Crescent City — “Raised to Matter Ghee.”

Ghee, or clarified butter, is what results when all the moisture is evaporated out of butter. “It becomes 99.9% fat and is used as an oil substitute for cooking,” said Joby Rumiano, director of product development and fourth-generation owner of the century-old family business.

He said ghee will be a smaller, independent release for Rumiano, primarily in Humboldt, Trinity and Del Norte counties as well as the North Bay area, focusing on independent and higher-end grocery stores.

The ghee will come in five varieties: unsalted, sea salt, garlic, turmeric and black pepper.

Ghee is regularly seen on television cooking shows and TV competitions for its versatility. “You can get it to 482 degrees burning point, can get it rockin’ hot, and make big, old, thick steaks or veggies or baking,” Rumiano said.

“It goes a lot further than a stick of butter. You use less of this, say, frying in a fry pan. Use just a spoonful. It becomes an oil, making the pan anti-stick.”

In addition, said Rumiano, ghee has beneficial fats, short-chain fats, that are more beneficial for diets, such as keto.

“It’s said you get the benefits from beneficial fats, then flush out all the negative stuff,” said Rumiano. “A lot of science behind that that I’m trying to understand — medium-chain triglycerides, amino acids, short- and long-chain fats, all this stuff on back-end testing it.”

Even the trademark, Raised to Matter, went through the ringer. “We’re pretty excited about that. It’s taken a while to get that brand to fruition.

“It has to pass through a trademark attorney, where you learn that many ideas are already taken. Luckily, this one was not taken,” Rumiano said.

He added that Brookings restaurants already have expressed interest in Rumiano’s ghee, like Superfly Martini Bar & Grill and Great American Smokehouse, which will require his company to produce bigger tubs.

“It’s kinda a new thing to me,” he said. “I think it’s going to be pretty cool, adding another uniqueness to our products.”