



Good Fortune. Great Flavor.

2021

CelebrAsian

A FESTIVAL OF FLAVORS



Enjoy fun, interactive
ACTIVITIES
for the whole family!

Learn about the culturally important Asian New Year Celebration traditions

Overview

Chinese New Year

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Recipes

Traditions and Taboos

Year of the Ox

Craft Projects

Week 1: The Moon

Week 2: Parade Drums

Week 3: Coloring pages, The Year of the Ox

Week 4: Decoration Couplets

Week 5: Red Envelopes

Week 6: Coloring pages, Chinese New Year

Week 7: Chinese Lanterns





in different ways!

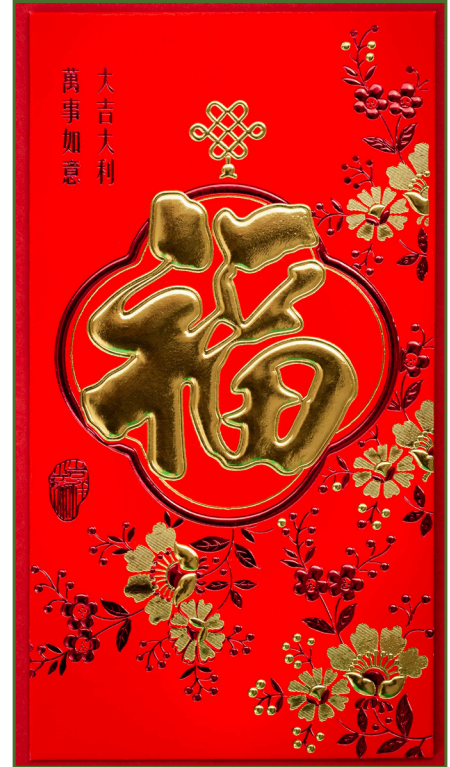
Many countries, including the U.S.A., celebrate the New Year on January 1st when the calendar year changes. Traditions include staying up until midnight on New Year's Eve, watching the Ball Drop in Times Square, and eating black-eyed peas on New Year's Day.

There are also many countries that base their New Year celebrations on the moon and the seasons. Specifically, during the second new moon after the winter solstice, or anytime from January 21st through February 21st. In Asia, these festivals are known as the Chinese New Year, the Lunar New Year, and the Spring Festival.

It's a traditional time to honor deities and ancestors, and be with family.

The legend is about a fierce monster called Nian who came out every year to eat humans. People learned that the monster was afraid of the color red and the sound of the firecrackers. So, every year they drive away the monster by setting off firecrackers, wearing red clothes, and making red decorations. The Chinese New Year is called Guo Nian, which means "Pass the Year" or defeat the monster Nian.

It is the oldest and longest traditional festival in China and Southeast Asia. People return home for an annual family reunion making it the world's largest migration. Chunyun is the Spring Travel Rush and it's estimated that nearly 500 million people are traveling home for New Year's celebrations. Workers generally take 1-2 weeks off of work, and students get 4 weeks off from school.



CHINESE NEW YEAR

Chinese New Year is not only celebrated in Mainland China, but also observed in Hong Kong, Taiwan, Vietnam, Singapore, Thailand, and other Asian countries, as well as in Chinatowns around the world, including San Francisco, New York, London, Paris, Vancouver, Sydney, Melbourne and other cities. Chinese New Year has become one of the world's most celebrated festivals.

Traditionally, the build-up lasts weeks, with families traveling, paying respect to ancestors, cleaning to ward off evil spirits and buying new clothes, decorating, and of course, eating! The traditions and taboos surrounding Chinese New Year are all about what to do—or not do—in order to secure good luck and prosperity for the coming year.



CHINESE NEW YEAR

LUNAR NEW YEAR / SPRING FESTIVAL

Many countries celebrate with the Lunar New Year with their own traditions. In Vietnam it's called Tết. In Korea it is Seollal. It's also celebrated in Malaysia, Singapore, Indonesia, Brunei, Hong Kong, and the Philippines.

Spring Festival celebrates with anticipation the coming of the new season.





- Feb. 4** Worship the Kitchen God,
give offerings of candy
- Feb. 5** Clean the house and sweep out
the old year
- Feb. 6–8** Buy new clothes, decorations,
fireworks
- Feb. 9** Decorate the house or business,
meal preparation
- Feb. 10** Honor ancestors at their tombs
- Feb. 11** New Year's Eve, hang couplets, family re-
union dinner, watch New Year's celebrations
on TV, stay up late, set off firecrackers
- Feb. 12** New Year's Day, first meal, red envelopes,
fireworks, celebrations at Parks & Temples
- Feb. 13** Married daughters visit their families
- Feb. 14** Stay at home day
- Feb. 16** Po Wu, Worship the God of Wealth,
eat dumplings and set off firecrackers
- Feb. 18** Birthday of Humanity
- Feb. 26** Lantern Festival



RECIPES

During New Year Celebrations, symbolic dishes play into the traditional feasts. Simple ingredients along with your fresh seasonal vegetables and beef, pork, chicken, seafood, eggs, and plant-based proteins make Sun-Bird® seasonings and soup mixes an easy choice for celebratory family meals.



PROSPERITY

Whole steamed fish—*yu*

It's important to have leftovers to eat for the next day to signify that wealth overflows.

1. Preheat oven to 350° F.
2. Combine 4 tbsp. melted butter, 1 tsp. minced garlic, 1 tsp. minced ginger, Sun-Bird® Kung Pao Seasoning Mix, and juice of 2 lemons in a bowl and mix well.
3. Place fish on one half of a large sheet of foil. Top with sliced onions and butter mixture. Fold over foil and crimp edges to make seal. This will keep the steam and moisture locked in.
4. Place in oven and bake for 20 minutes. Remove from oven and let set for 5 minutes. Open carefully to avoid steam.

RENEWAL

Whole chicken—*jia quin*

Chickens and eggs represent rebirth and renewal.

1. Preheat oven to 350° F.
2. Combine 3 tbsp. soy sauce, 3 tbsp. water, 3 tbsp. honey, 1 tsp. sesame or canola oil, and Sun-Bird® Hot & Spicy Szechwan Season Mix in a small bowl; blend well.
3. Place whole chicken in a re-sealable plastic bag. Pour marinade over chicken and seal bag. Refrigerate up to 2 hours, turning bag occasionally.
4. Remove chicken from bag, reserving marinade. Place chicken on a rack in a roasting pan, breast-side up.
5. Place reserved marinade in a small, heavy saucepan. Heat until boiling, reduce heat and simmer 3 min., stirring constantly.
6. Roast chicken 35 min., basting occasionally with hot Szechwan mixture. Cover loosely with aluminum foil. Continue roasting an additional 45 min., basting occasionally, until chicken is fully cooked and internal temperature reaches 180°.
7. Let chicken stand 10 min. before serving.

LONGEVITY

Long noodles—*mian tiao*

Don't break up the noodles—the longer the noodle the longer your lifespan! Lots of slurping!

1. Blend Sun-Bird® Lo Mein Seasoning Mix with 2 tbsp. soy sauce; set aside.
2. Cook rice noodles according to package.
3. In a large skillet or wok, heat 3-4 tbsps. oil. Add stir-fry frozen vegetables (or fresh sliced vegetables of your choice, and stir-fry over medium heat. (Hint: Add a dash of Sesame Oil for more authentic flavor.)
4. Stir in drained noodles, seasoning mixture and $\frac{1}{3}$ cup cooked meat (chicken, shrimp, beef or pork), if adding. Mix together until combined and heated through.

ABUNDANCE

Fried Rice

Made from leftover rice, since food left over signifies abundance. Cook your rice the day before and refrigerate overnight. Fried rice works best when the rice is dry, not still steaming.

1. In a large skillet or wok, heat 2 tbsp. vegetable oil.
2. Add 3 cups of cooked and cooled rice and 3 sliced green onions. Stir-fry until heated through.
3. Add Sun-Bird® Fried Rice Seasoning Mix and 2 tsp. soy sauce. Stir-fry 1 minute.
4. Push rice mixture to side of skillet, and 2 well-beaten eggs to the center of the skillet and scramble. Stir cooked egg into the rice mixture.
5. Add 1 cup frozen peas and carrots, thawed. Optional, add $\frac{1}{3}$ cup cooked and chopped chicken, beef, pork, or shrimp. Stir-fry until heated through.



VEGETABLE DISHES CELEBRATE THE COMING SPRING

Green Beans

1. Combine in a sauce pot $\frac{1}{4}$ cup chicken broth or stock, $\frac{1}{2}$ tsp. red pepper flakes, $\frac{1}{4}$ cup slivered almonds, 1 package of Sun-Bird® Sweet & Sour Seasoning, $\frac{1}{2}$ tsp. sesame oil, 1 tbsp. soy sauce and bring to a simmer. The sauce will thicken and appear glossy.
2. In large stock pot bring 1 gallon of water to a simmer and cook 1 lb. cleaned green beans until tender, about 3 minutes. Remove from water and drain very well.
3. Toss green beans into sauce.

Broccoli

1. In a large sauté pan, combine $\frac{1}{2}$ lb. sliced mushrooms and 1 tbsp. oil. Cook over medium heat until mushrooms are golden brown and tender.
2. In a large pot, blanch broccoli florets from 3 heads of broccoli. To stop the cooking process, shock the florets in a bowl of cold water. Then drain and fully dry. Add broccoli to mushrooms and heat through.
3. In a separate bowl combine $\frac{1}{2}$ cup water, Sun-Bird® Kung Pao chicken Seasoning Mix, 1 tsp. minced ginger, 1 tsp. Sriracha sauce. Mix well.
4. Add this mixture to broccoli and mushrooms and cook until sauce thickens and coats the broccoli.

Lettuce Wraps

This Cantonese dish is very popular in Thailand and other parts of Southeast Asia.

1. In a 2 qt. glass bowl, blend 1 packet Sun-Bird® Lettuce Wrap seasoning, $\frac{1}{4}$ cup water, 1 tbsp. soy sauce, and $1\frac{1}{2}$ tsp. white or brown sugar. Stir in $\frac{2}{3}$ cup diced water chestnuts, $\frac{2}{3}$ cup diced mushrooms, and $\frac{1}{3}$ cup sliced green onions (optional). Cover and refrigerate for 20 minutes, stirring once.
2. In an oiled large skillet, sauté chicken marinade mixture on high heat for 1 minute. Reduce heat to medium, cook 7 minutes stirring occasionally. Remove from heat and keep warm.
3. Cut a head of iceberg lettuce in half; wash and drain well. Separate whole lettuce leaves.
4. Fill lettuce leaves with cooked brown or white rice and meat mixture.
5. Serve with soy sauce, hot chili sauce, and/or Chinese hot mustard, as desired.

*vegetarian version, substitute 16 oz. (1 lb.) diced tofu for chicken.



CELEBRATE THE COMING SPRING WITH CITRUS FRUITS

(especially Mandarin oranges
and pomelos)

Citrus-infused glaze

1. In a saucepan bring 1¼ cup orange juice, Sun-Bird® Honey Sesame Seasoning Mix, 2 tbsp. honey, 1 tsp. soy sauce and 1 tsp. minced ginger to a simmer. Allow to thicken.
2. Brush on grilled or broiled vegetables, meat or fish in the last few minutes of cooking for a delicious citrus-infused glaze.



There are many traditions and taboos during this time. A lot of preparation goes into the holiday before the New Year because the first five days are “auspicious” or favorable days for catching and retaining good luck.

- Cleaning the house represents driving out bad luck and preparing to receive good luck.
- Decorating with red is tied to the legend of Nian. Red is a symbol of happiness, wealth, and prosperity. Decorations include couplets (decorations on either side of a door), the character “Fu” which is hung upside down, Chinese knots, and window paper cut-outs.
- Buying something new to represent a new year. Many people buy new clothes for the important family reunion meal.
- Preparing the food and making dumplings. This is a family-bonding time where everyone gets involved.
- Family Reunion Dinner always includes a whole fish which represents surplus and fortune for the new year. Fish is called “yu” which has a similar pronunciation as “surplus”.
- Eating dumplings jiaozi. Jiaozi sounds like two words meaning “exchange” and “midnight” so dumplings are emblematic of the exchange between the old and new year. The shape of the dumpling is like an ingot so eating them is said to bring wealth and fortune. People also wrap coins, candies, or peanuts in the dumplings for different blessings: a coin for wealth, candy for sweet life, and peanuts for health and longevity.

- Fireworks also come from the legend of Nian. New Year's Eve sees the largest usage of fireworks on the planet.
- Red envelopes, Hong Bao, of money are traditionally given to children. According to legend, a mythical monster Sui came on New Year's Eve to harm children. A sleeping child touched by Sui would become sick. Parents prayed sincerely and God sent eight guards disguised as coins to protect the children. The custom became threading eight coins on a red string and placing them under children's pillows to ward off Sui. As time passed, paper notes replaced the coins and the red envelope replaced the thread. With the advent of technology, Red Envelopes are also sent via Apps.
- Temple Fairs include traditional folk performances, puppet shows, blessing ceremonies, handicraft works, games, gardens, and street food stalls.
- Parades are held world-wide with some of the biggest outside of mainland China. The dragon is always the final showcase of the New Year's parade bringing good luck, a long life, and wisdom. San Francisco boasts a spectacular 288' Golden Dragon Gum Lung that takes a team of over 180 people to carry.
- No sweeping! You don't want to sweep away good luck.
- No bathing! Although this tradition is rarely in practice today, the idea was not to wash away good luck.
- No ominous words such as die, empty, poor, sick, etc.
- No crying! It's unlucky to cry on New Year's Day.
- No arguing! This is a happy time.
- Don't give a clock as a gift! The characters for gifting clocks sounds like the characters for paying one's last respects [to someone who is dying].
- No haircuts until the first lunar month ends. You should have gotten your hair cut in preparation for the New Year!
- Keep the lights on.
- Po Wu is the fifth day, which breaks all the taboos, and life goes back to normal.





The lunar calendar is also associated with 12 animal signs in the Chinese zodiac Shengxiao corresponding to a 12-year cycle. 2021 is a Year of the Ox. In Chinese culture, the zodiac plays an important role. Birth year and its zodiac animal are closely related with people's characteristics, career, health, and love relationship. In addition, each zodiac sign is associated with one of five elements: Gold (Metal), Wood, Water, Fire, and Earth. These are in 60-year cycles. In 2021, we have Gold Ox.

The Ox is a valued animal because of its role in agriculture. Positive characteristics, such as being hardworking and honest, are attributed to it. A horoscope excerpt says this about Gold Oxes:

Ox sign people with the Gold element also corresponding to their birth year are always active, busy, and are also highly respected due to their good relationships with others. They are rich and honorable from an early age, live steadily at middle age, and enjoy a comfortable life in old age.

- Lucky numbers: 1, 4, and numbers containing 1 and 4 (like 14 and 41)
- Lucky days: the 13th and 27th of every Chinese lunar month

- Lucky colors: white, yellow, and green
- Lucky flowers: tulip, morning glory, and peach blossom
- Lucky directions: north and south
- Lucky months: the 7th and 9th Chinese lunar months

- Unlucky color: blue
- Unlucky numbers: 5 and 6
- Unlucky direction: southwest
- Unlucky months: the 4th and 11th Chinese lunar months

Oxen are most compatible with rats, snakes, and roosters. However, they can clash with goats, horses, and dogs.

Napoleon Bonaparte: born August 15, 1769, an Earth Ox

Vincent Van Gogh: born on March 30, 1853, a Water Ox

Walt Disney: born on December 5, 1901, a Gold Ox

Margaret Thatcher: born on October 13, 1925, a Wood Ox

Barack Obama: born on August 4, 1961, a Gold Ox

CRAFT PROJECTS

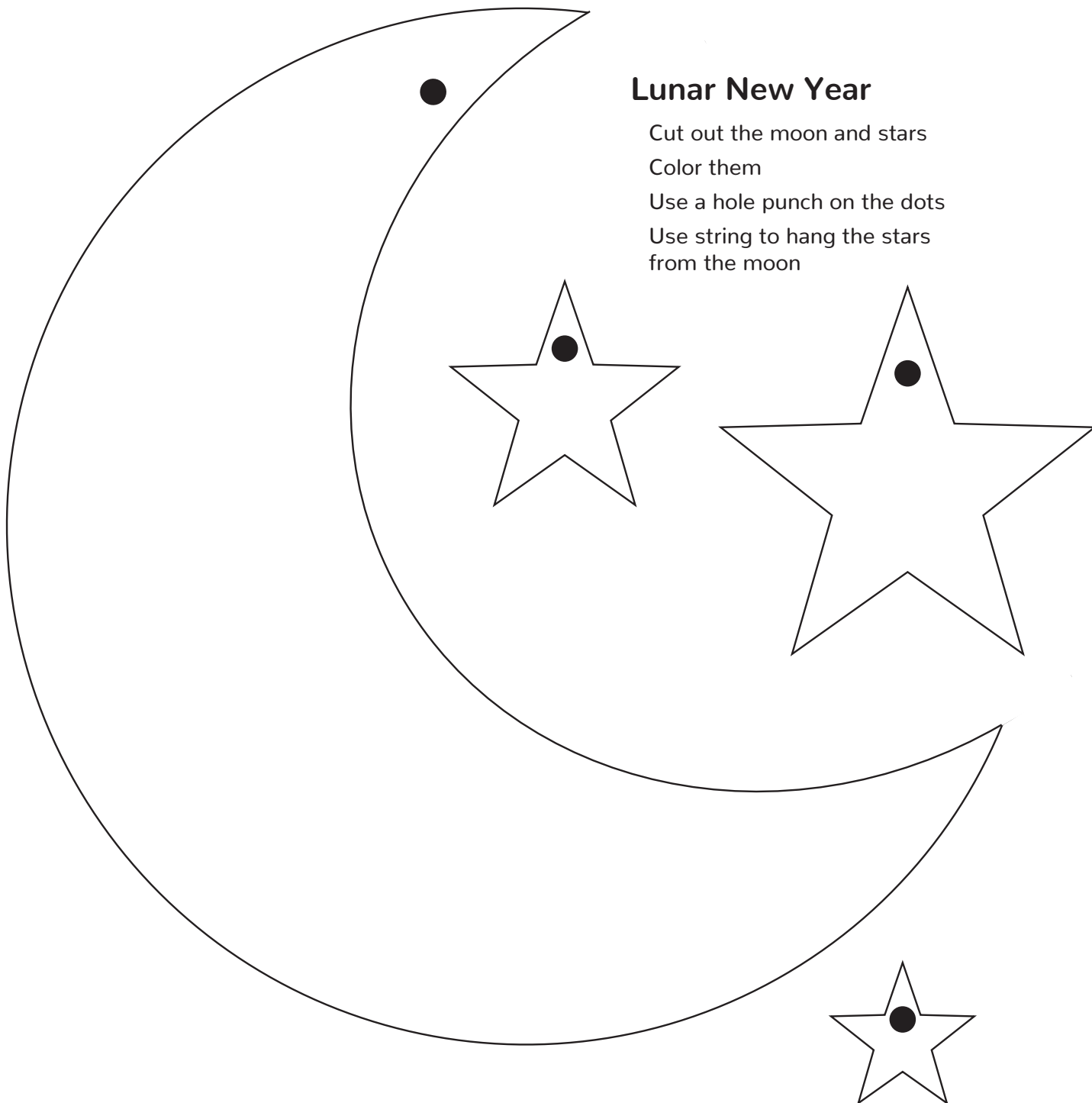
Lunar New Year

Cut out the moon and stars

Color them

Use a hole punch on the dots

Use string to hang the stars
from the moon





Color two paper plates red

Copy the Chinese Characters on the plates with black marker or gold paint marker

Cut two pieces of string 5 inches

Attach to one end of each string a small bell, or button

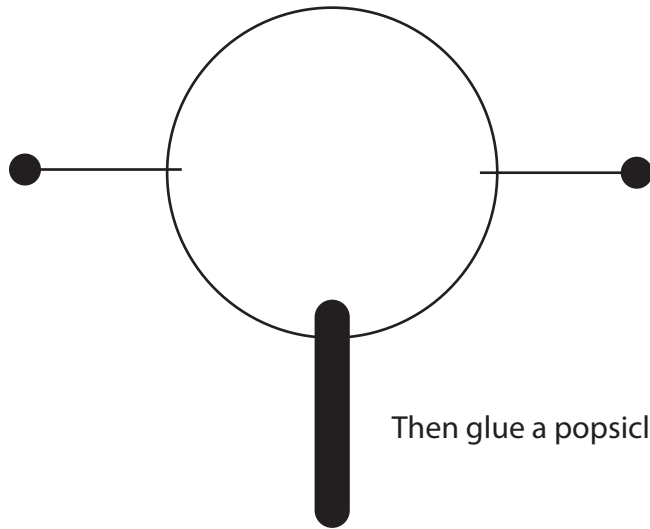
Once the plates are dry, turn one plate over and glue the string down, as shown.

春

**CHÙN/
SPRING**

好

**Hǎo/
GOOD**

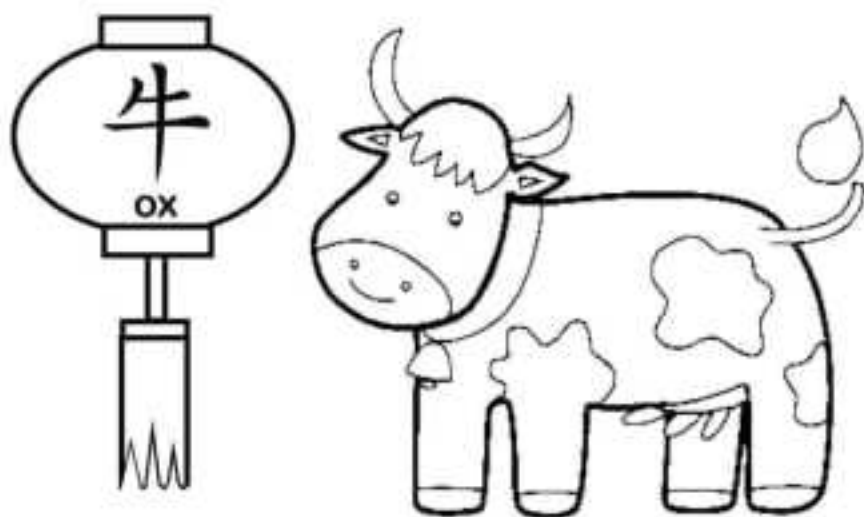


Then glue a popsicle stick down.

Place the other plate, decoration side up, on top of the glued plate and staple all around. Holding the stick, twist the plate back and forth to make the drum sound.



Happy New Year !

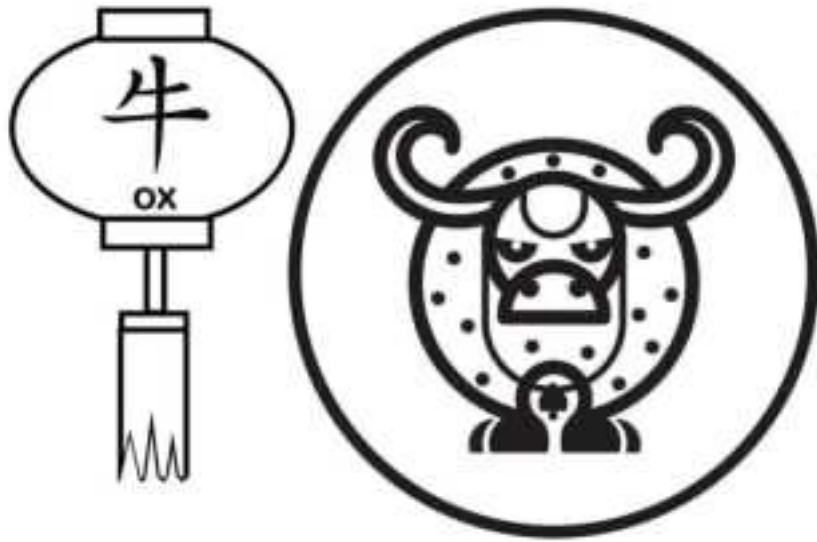


Xīn Nián Kuài Lè!

新年快乐

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Happy
New Year !



Xīn Nián Kuài Lè!

新年快乐

<http://www.ox.com>

身
体
健
康

Wishing you great health

心
想
事
成

Best wishes

Happiness

福

春

Spring



福

FÚ /
BLESSING,
FORTUNE

囍

Xǐ /
DOUBLE
HAPPINESS

壽

or

寿

SHÒU /
LONGEVITY

家

JIĀ /
FAMILY

Color envelopes red OR make envelopes by folding red construction paper. Use tape or glue.
Trace or copy the Chinese Characters on the envelopes with black marker or gold paint marker





Happy Chinese New Year

