

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

TTAB

KELLOGG COMPANY )  
                                  ) Opposer )  
                                  ) )  
                                  ) v. )  
                                  ) )  
MCKEE FOODS KINGMAN, INC )  
                                  ) Applicant )

Opposition No. 91162907

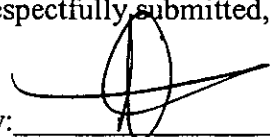
Opposition No. 91163181

NOTICE OF RELIANCE

Opposer Kellogg Company, by its attorneys, hereby gives notice that it offers into evidence the following items pursuant to Rule 2.122(e), said items constituting printouts from Internet sources and the Nexis database of articles referencing third-party and descriptive uses of the wording "GRAB AND GO" and its equivalents for goods related to Applicant's and portable, ready to eat foods generally.

Respectfully submitted,

By: \_\_\_\_\_



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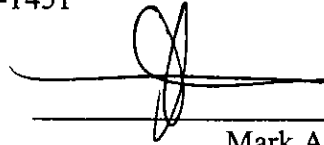
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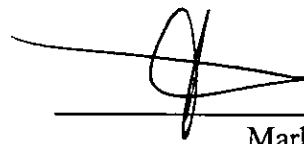
  
\_\_\_\_\_  
Mark A. Niede

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I hereby further certify that on this 22<sup>nd</sup> day of November, 2006, a copy of the attached NOTICE OF RELIANCE was served on Applicant by mailing a copy via First Class

Mail to Applicant's attorneys at:

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\_\_\_\_\_  
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Copyright 2006 The Arizona Daily Star  
The Arizona Daily Star (Tucson)

Distributed by McClatchy-Tribune Business News

September 20, 2006 Wednesday

**SECTION: LIFESTYLE****ACC-NO:** 20060920-AZ-0920-This-cafe-won-t-sacrifice-quality-for-quickness**LENGTH:** 714 words**HEADLINE:** This cafe won't sacrifice quality for quickness**BYLINE:** Kristen Cook, The Arizona Daily Star, Tucson**BODY:**

Sep. 20--If the name didn't already tip you off, then allow us to clue you in: Cafe *À la C'Art Express* is built for speed.

The eatery, tucked into the bottom floor of a multistory office building on Broadway, has a small selection of salads and sandwiches plastic-wrapped and ready to run out the door. Plasticware is right by the cash register. Even desserts come in easy, **grab-and-go** forms like cupcakes, bars and cookies.

If you're really pressed for time, call ahead. Quick as she can ask, "What can I get you, dear?" the friendly gal on the other end of the line will have the order on its way.

Cafe *À la C'Art Express* is like the "Top Gun" of restaurants. If you have the need for speed, then you've found the place to feed your face.

Chef-owner Mark Jorbin -- who also has Cafe *À la C'Art Downtown* -- tailored this menu for the business crowd with mostly sandwiches and salads.

The best part is, Cafe *À la C'Art Express* doesn't sacrifice taste for the sake of efficiency.

It isn't as charming as its sister Downtown Cafe *À la C'Art* in the Tucson Museum of Art's Stevens/Duffield House. The year-and-a-half-old cafe has a bit of an in-house hotel restaurant vibe. But folks who come here aren't interested in ambience. They want food -- stat.

The burger (\$5.95) -- a build-your-own affair -- came juicy with just the right amount of pink in the middle and a melted Swiss cheese blanket, for an extra 50 cents. A quick bite before ketchup and mayo hit the bun confirmed that this burger didn't even need dressing; it was fine all on its own. For \$1 more, you can add battered fries on the side. That's a buck well spent. The seasoned fries were even crispier than conventional fries. They're so flavorful they don't even need ketchup.

The grilled marinated chicken breast (\$6.25) was also impressive. More times than we care to admit, chicken sandwiches we've consumed were dry and uninspired. But here, the thick breast was juicy and accented with artichoke hearts, roasted red peppers for a wonderfully sweet spark, melted provolone and creamy herb mayo. Encasing it all was a fat, lightly toasted roll.

Salads here are not run-of-the-mill iceberg varieties. The cafe's take on chicken salad (\$5.95) is an intriguing blend with ginger, dried apricots and almonds. The penne pasta salad (\$5.95) mixed pasta thickly coated in a tangy, creamy

KEL 000187

basil-Parmesan dressing with strips of carrots and red bell peppers for crunch. Black olives and an addictive peppered bacon rounded out the bowl.

One daily special of grilled flatbread (\$6.95) was aptly named. The bread was a little too thin to hold up under the heavy white sauce, which was a smidge gritty (probably from Parmesan), and diced chicken, fresh tomatoes, feta and lightly cooked spinach, which is now off the menu after the e-coli scare. A clump of bruised basil didn't look pretty but added a nice fresh, licorice bite. Slap the toppings on thicker dough and call it pizza, and it'd be just fine.

It's impossible to miss the dessert case -- it greets you when you walk up to order. Pastry chef Lora Quarrella tempts with cute, muffin-size cheesecakes and ganache-slicked tarts. Chunks of sweet fruit that taste straight from an apple pie studded the caramel-apple cheesecake (\$2.25). Dense cheesecake dammed up thick, gooey streams of caramel. Earthy walnut halves cut the sweetness of the chocolate ganache and caramel turtle tart (\$1.95).

Do yourself a favor, even if you're eating dessert at your desk and your calendar is jampacked, forward that phone and have some alone time with your treat. You deserve it.

#### Review

--Cafe Ã la C'Art Express, 4400 E. Broadway, 325-3800

Hours: 8 a.m.-2 p.m. Mondays through Fridays

Family call: Sure, and good luck peeling the kids off the dessert case.

Noise level: Fine

Vegetarian choices: Yes

Dress: Casual

Reservations: No

Price range: Sandwiches ring up at \$4.95 for a build-your-own to \$6.95 for the Cafe Ã la C'Art burger.

--Contact Kristen Cook at [kcook@azstarnet.com](mailto:kcook@azstarnet.com) or 573-4194.

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**LOAD-DATE:** September 21, 2006

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Jacksonville Business Journal (Florida)

September 18, 2006 Monday

**LENGTH:** 472 words**HEADLINE:** Cafeteria offers top-shelf cuisine**BYLINE:** Dave Strupp**BODY:**

**SOUTHSIDE** -- The Deerwood campus of Blue Cross and Blue Shield of Florida Inc. is offering employees a little more than the traditional **grab-and-go**-style food.

Local chef Matthew Medure, president of the San Marco Group and owner of four restaurants in the Jacksonville area, has teamed up with Blue Cross to provide a service that offers employees more sophisticated, high-quality food options in the Deerwood cafeteria. Medure has prepared four different menu items for employees to choose from, and part of the proceeds will be donated to United Way of Northeast Florida.

The idea came from Damian Monticello, the corporate food service liaison for Blue Cross, who has worked with Medure. Monticello attended a noncommercial food service conference in March, where he heard a seminar on how to improve participation in a business.

"Prudential in New Jersey was doing something similar to this with Wolfgang Puck," he said.

"I tried to find someone who is a celebrity in Northeast Florida, and I immediately thought of Matthew Medure," Monticello said. "From there we started developing the idea and tried to turn it into something more than just a food operation, so we decided to donate a portion of the proceeds to United Way."

The nonprofit will receive 22 cents from every item sold. Charging \$4.65 for sandwiches and \$5.25 for salads, Monticello estimated \$4,500 will be donated to United Way throughout the year.

About 2,800 people visit the Deerwood campus cafeteria each day. Though Blue Cross does not expect the new food options to boost the cafeteria's revenue significantly, the opportunity to provide alternative, upscale food choices for employees and to help out United Way is the primary purpose of the program. The program will not affect the company's contract with food service provider Aramark.

A recent study by Foodservice Director magazine found 58 percent of office workers eat at their desk, so Monticello and Blue Cross saw an opportunity to improve the service for that growing base.

Food options will change on a quarterly basis, but Medure said he hopes to keep the options fresh and offer a strong rotation of menu items. At present he offers two sandwiches -- a roasted turkey sandwich on ciabatta bread and a prime rib sandwich on pretzel bread -- and two salads, a miso-glazed salmon salad and a Mediterranean salad.

"I think it's going to rotate and we will see what is received the best and keep it fresh and exciting," Medure said.

If the Deerwood campus program is a success, Medure wants to offer his services to the other Blue Cross campuses in Jacksonville.

"I hope to grow with them and do more of their campuses and possibly open some retail outlets at grocery stores and convenience stores," he said. "I think the potential is there, and if the trademark is recognized well enough, it could happen."

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**LOAD-DATE:** September 18, 2006

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Nation's Restaurant News

September 18, 2006

**SECTION:** Pg. 1(2) Vol. 40 No. 38 ISSN: 0028-0518**ACC-NO:** 151966339**LENGTH:** 779 words**HEADLINE:** Change in the air: coin-operated format returns with N.Y.'s Bamn;  
New York, restaurant to offer products from vending machines**BYLINE:** Duecy, Erica**BODY:**

New York -- While many operators look to the future for technological solutions to improve their speed of service, convenience of delivery and quality of food, at least one operator is looking to the past--at automats.

Fifteen years after the last automat restaurant closed in Manhattan, the format has re-emerged as a sleeker, **grab-and-go** shop called Baron, which serves finger-food selections like hot wings, pizza dumplings and roast pork buns from coin-operated vending machines.

Though the first unit just opened in late August, Bamn's owners already are in the process of developing a franchise offering, and said they hope to have 50 stores open in major cities throughout the country within the next five years, according to Robert Kwak, co-founder and co-owner of the company.

"Conceptually, I think it has a lot of potential," said Malcolm M. Knapp, president of Malcolm M. Knapp Inc., a New York-based foodservice consulting firm, and a columnist for Nation's Restaurant News. "It is essentially a walk-thru drive-in," he said, describing the layout as a "scatter-bar" system with random access rather than linear delivery. Customers go to an area, pick out their foods and pay without waiting in line. Thus, ordering transactions have the potential to be faster than at traditional quick-service restaurants, he said. In addition, "it's a higher quality level than you would normally get at quick service," he said.

Bamn, which is open 24 hours a day, is located in Manhattan's East Village, an area with heavy foot traffic from New York University students, bar patrons, tourists and local residents. The shop sells portable items priced from \$1.50 to \$2.50 in coin-operated vending machines with heated window compartments. The machines take quarters or dollar coins, and change machines are located in the store.

With no seats, Bamn is essentially a wall of hot-food vending machines with room for a few people to stand at a counter and eat. Through the windowed vending units, customers can view chefs in the kitchen preparing food and refilling the machines. Food items in the vending units are pulled from the windows and discarded if they don't sell within 20 minutes. The owners said they are still figuring out the peak business periods throughout the day.

Items with a shorter shelf life, like Belgian fries and ice cream, are available at a walk-up ordering window. Offerings at the window include fries with a selection of 30 dipping sauces, green tea soft-serve ice cream and Hawaiian-style shaved ice.

## Change in the air: coin-operated format returns with N.Y.'s Bamn; N

Initial opening costs for the 600-square-foot store were more than \$500,000, Kwak said. Each of 13 heated vending units cost \$5,000 and were procured from a Belgian manufacturer.

Throughout the 20th century, Horn & Hardart automats were popular fixtures in Philadelphia and New York, with more than 180 restaurants in operation at the concept's height in the 1950s. The last unit in Manhattan closed in 1991.

Although the automat had largely disappeared in this country, the concept is popular in some international locales, including Amsterdam in the Netherlands, and Tokyo and other cities throughout Japan.

Bamn's partners discovered what they call the "automat food craze" during a trip to Amsterdam. "I loved the idea as soon as I laid eyes on it," said Kwak, who is an entrepreneur with a restaurant background. "There were hordes of people going in and out of the store, and the McDonald's next door was empty."

Kwak, with his partners Nobu Nguyen and David Leong, made several trips to Amsterdam to observe the shop's operations. During one visit, they camped outside an automat for 24 hours to record the volume of transactions, Kwak said.

Although Horn & Hardart automats died out, Kwak and his partners said they have prepared to avoid the pitfalls that befell that brand.

"Horn & Hardart was more of a cafeteria-style restaurant in a 2,000- to 3,000-square-foot space," he said. "They had more plated meals, and people would hang out there all day."

Another problem for Horn & Hardart was its decline in food quality, said Knapp, who remembers visiting the automats while on dates in the 1970s. "It really failed because the guys who took it over destroyed the product."

In addition, as the market shifted to people eating at their desks, "eat-in got superceded by the burger guys," Knapp said.

For Kwak and the other owners of Baron, the speed of quick service isn't quite fast enough.

"People don't have time to wait, and they want to get good, tasty food," Kwak said. "This is a great concept for stadiums, campuses and transportation hubs."

The company plans to expand throughout Manhattan first, then "hit up every major city," Kwak said.

By Erica Duecy [eduarcy@nrm.com](mailto:eduarcy@nrm.com)

**LOAD-DATE:** September 29, 2006



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Pittsburgh Post-Gazette (Pennsylvania)

September 17, 2006 Sunday  
FIVE STAR EDITION

**SECTION:** FOOD; Pg. G-1

**LENGTH:** 2488 words

**HEADLINE:** COOK 3 HOURS, AND THEN EAT;  
WELL ALL WEEK "WHAT'S FOR DINNER TONIGHT?" YOU'LL ALWAYS HAVE AN ANSWER

**BYLINE:** Amy McConnell Schaarsmith, Pittsburgh Post-Gazette

**BODY:**

Does the post-workday conversation with your spouse, partner or kids ever go something like this?

"What's for dinner?" he or she asks.

"I don't know. What are you making?" you reply. Another great start to a relaxing evening at home has begun.

Even many people who love to cook dread weeknight dinners. In addition to the pressure of feeling as if you must put a respectable meal on the table for your family, there's the added time pressure of doing it before everyone scatters to their respective activities, and the fact that frankly, all you feel like doing is flopping on the couch and staring at the ceiling. And that's if you already have groceries in the house and a recipe in mind.

So it was with great thankfulness, bordering on tear-filled joy, that I recently discovered a simple, straightforward plan that will, with one three-hour stint in the kitchen a week, plus a few minutes of prep time after work on weeknights, provide you not only with a Norman Rockwell-caliber Sunday dinner, but also dinners and several lunches for most of the rest of the week.

The plan comes in the form of a slim, unassuming book called "Cook Once a Week, Eat Well Every Day," by Toronto-based home cooking-coaching expert Theresa Albert. The book (Marlowe & Co.; \$15.95; available through local booksellers or Amazon.com) includes 13 weeks worth of menus, a work schedule, recipes and an easy-to-photocopy shopping list for that week's ingredients. (Beginning today, we're featuring these meal plans and others like them in On the Go each month.)

By using the meal plans and shopping lists, you buy only what you really need at the grocery store, with an expected cost of about \$85 a week for a family of four. You don't have to pore over all your cookbooks and come up with menus of your own, and then distill the recipes into a shopping list -- you just go through the pantry and fridge to see what you have on hand, cross that off the list, and get the remaining items at the grocery. If you do it the morning of the day you'll be cooking, you don't even have to put away those groceries.

Each week, you make or do advance preparation for three main dishes -- Week One, for instance, features Better Spaghetti Sauce, Roasted Chicken to Please Everybody and Pork Roast Dijon with Sweet Potatoes -- beginning with the longest-cooking first. In the first week, for instance, you begin by cooking the spaghetti sauce, which simmers between 20 minutes and 1 1/2 hours. Once you've got that started, you put together the roast chicken and vegetables -- that night's dinner -- and while the chicken and vegetables are roasting, you prepare the simple marinade for the pork roast, which can marinate for up to three days in the refrigerator or can be frozen for up to one month.

Recipes are simple and use fresh ingredients where possible, prepared ingredients where necessary to save time. Leftovers, instead of being served in dreary reheated form, are used as the basis for two simple, slightly different din-

## COOK 3 HOURS, AND THEN EAT; WELL ALL WEEK 'WHAT'S FOR DINNER T

ners later in the week, and for a few **grab-and-go** lunches. The pork roast leftovers, for instance, become a dinner of pork and spinach roll-ups for four, prepared in all of five minutes.

When I tried this plan, the roast chicken became the first evening's dinner (it was a Friday, but it would have made a fabulous Sunday dinner for a family of four). After dinner, I threw the leftover bones into a stock pot with a carrot, a stalk of celery, some bay leaves and peppercorns and made chicken stock, then chicken noodle soup.

The spaghetti sauce -- which is great to keep on hand in the freezer -- became the next night's dinner, and well, we're having the pork roast and sweet potatoes (and snow peas) tonight.

When you have meals like that on hand, you'll know exactly what to say next time your darling husband, wife, partner or child has the nerve to ask, "What's for dinner?"

## WEEK 1

## MENU

SERVE.....MAIN DISH.....SERVE WITH

Tonight.....Roasted Chicken to Please Everybody.....No extras

2nd night.....Better Spaghetti Sauce.....Salad

3rd night.....Pork Roast Dijon with Sweet Potatoes.....Steamed Snow Peas

4th night .....Better Nachos (second supper).....Carrots, celery sticks

5th night.....Baked Pork & Spinach Roll-ups.....Cherry tomato salad

**Grab & Go Lunch**.....Beef Burritos

**Grab & Go Lunch**.....Chicken Salad Wrap

**Grab & Go Lunch** .....Chop Suey Chicken Salad

## \* SHOPPING LIST

## GROCERY

Baked goods:

Whole wheat tortillas (16)

Dairy:

Cheddar cheese, shredded (3 to 4 cups)

Plain yogurt (1 tablespoon)

Meat and alternatives:

Extra-lean ground beef or veggie substitute (1 pound)

Chicken (3 to 4 pounds), backbone removed

2 2-pound rolled boneless pork tenderloins

Produce:

Red potatoes (2 or more)

Green bell pepper (1)

Sweet potatoes (4 small)

Rutabaga (1 small, or more)

Fresh tarragon (1 sprig)

Garlic (2 heads)

## COOK 3 HOURS, AND THEN EAT; WELL ALL WEEK 'WHAT'S FOR DINNER T

Snow pea pods (2 cups)

Carrots (7 to 9 or more)

Lemon juice (1 teaspoon) (optional)

Onions (2)

Baby spinach (10-ounce package)

Celery (1 head) for crudites

Cherry tomatoes (2 pints)

Mixed greens (10-ounce package)

Apples (1 or 2)

\* Frozen foods:

Frozen mashed winter squash (16-ounce package)

PANTRY

\* Condiments and dressings:

Dijon mustard (6 tablespoons)

Balsamic vinaigrette (2 teaspoons)

Light mayonnaise (1 tablespoon)

Low-sodium soy sauce (2 tablespoons)

\* Cooking oils:

Garlic or other flavored oil (2 tablespoons)

Canola oil (1 teaspoon)

Olive oil (1 teaspoon)

Toasted sesame oil (1/2 teaspoon)

\* Pastas and tomato products:

Spinach or whole wheat spaghetti (1 pound)

Tomato paste (5 1/2 ounce can)

Tomato sauce (26-ounce can)

Salsa (8 ounces)

\* Baking products:

Ground almonds (2/3 cup)

Granulated sugar (1 teaspoon)

\* Spices and seasonings:

Fennel seed (1 teaspoon) (optional)

Italian herb seasoning (1 tablespoon)

Curry powder (1 teaspoon)

\* Snack foods:

Low-salt corn chips (14-ounce package)

## COOK 3 HOURS, AND THEN EAT; WELL ALL WEEK 'WHAT'S FOR DINNER T

Rice crackers (3- to 4-ounce package)

\* Health foods:

Ground flaxseed (1/4 cup) \* Wine and beer:

Red wine (1 cup)

White wine (2 1/4 cups plus 1 tablespoon)

\* WORK SCHEDULE

1. Start spaghetti sauce first, as it needs to simmer while you prepare the remaining recipes. Half of this can be stored in the fridge to use this week, and the other half should be frozen in single-serving sizes for up to 4 weeks.
2. Prepare veggies for the chicken dish and lay on baking sheet.
3. Rinse chicken, pat dry with paper towels, and place in its roasting pan; cover with plastic wrap and refrigerate.
4. Prepare both pieces of pork and place in zip-top freezer bag in refrigerator (for up to 3 days) or freezer (for up to one month).
5. Sweet potatoes can be stored in a cool, dry cupboard and snow peas in the fridge for the night you are serving Pork Roast Dijon.
6. Optional step: Prep, wash and store carrot sticks and celery sticks to serve with Better Nachos.
7. Prepare snow peas only when you are ready to serve the Pork Roast Dijon dinner.

BETTER NACHOS (Second Supper)

Preparation time: 5 minutes

- \* 2 to 4 cups Better Spaghetti Sauce
- \* 1 (14-ounce) package low-salt corn chips
- \* 1 to 2 cups shredded cheddar cheese
- \* 1 cup salsa
- \* Carrot and celery sticks, for serving

Reheat one of the leftover Better Spaghetti Sauce servings in microwave. Empty the package of low-salt corn chips onto a platter, top with warmed sauce, then shredded cheese. Broil for 1 to 2 minutes to melt cheese. Top with salsa and serve with carrot and celery sticks. Serves 4.

CHICKEN SALAD WRAP(Grab & Go Lunch)

Preparation time: 2 minutes

Chop remaining chicken and mix with 1 tablespoon each plain yogurt and mayonnaise, just enough to moisten, as well as 1 teaspoon curry powder. Use the chicken salad to fill whole wheat wraps. Eat within three days. Pack any crudites you have left to round out the lunch.

Serves 1 to 2.

BEEF BURRITOS (Second Supper)

Preparation time: 1 minute

If there is any Better Spaghetti Sauce left over, wrap in whole wheat tortillas and then individually in plastic wrap. These are great for lunch, microwaved for 1 to 2 minutes per wrap and served with an apple.

Serves 1 or 2.

ROASTED CHICKEN TO PLEASE EVERYBODY

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## COOK 3 HOURS, AND THEN EAT; WELL ALL WEEK 'WHAT'S FOR DINNER T

Preparation time: 15 minutes

This is a versatile recipe that removes kids' portions before the extra garlic and herb flavorings are added. Removing the backbone -- ask your butcher to do it if you like, but it's not hard to do at home -- cuts down on cooking time by eliminating the need to heat the entire chicken cavity. To do it yourself, hold tail firmly and cut up the back along the spine on one side and then the other with a sharp knife or pair of kitchen shears.

If you want lots of vegetables, consider doubling or even tripling the quantities of potatoes, carrots, rutabaga and onion.

- \* 2 red potatoes
- \* 3 carrots
- \* 1 small rutabaga
- \* 1 onion
- \* 2 tablespoons garlic oil or any other flavored oil
- \* 1 chicken (3 to 4 pounds), backbone removed
- \* 1 head garlic
- \* 1/4 cup white wine (see Tips)
- \* Salt and pepper to taste
- \* 1 sprig fresh tarragon

Wash and scrub potatoes and carrots but do not peel; roughly chop into 2-inch pieces. Peel and roughly cube rutabaga into 1-inch pieces. Quarter onion, then peel and discard skin.

Spread the vegetables on foil-lined baking sheet; drizzle with half of the garlic oil.

Rinse chicken under cold running water; pat dry with paper towel. Place in shallow roasting pan, skin side up. Break head of garlic in half; place unpeeled under chicken. Press down on chicken to flatten slightly. Mix wine, remaining oil, salt and pepper; drizzle over chicken. At this point, you may cover with plastic wrap and refrigerate for up to 24 hours.

To cook, preheat oven to 350 degrees. Roast chicken and vegetables in 350-degree oven -- stirring vegetables to coat with wine and pan juices once or twice during cooking -- for 1 1/2 hours or until meat thermometer registers 185 degrees and juices run clear when chicken is pierced. The vegetables should be tender.

Carve and remove pieces the children prefer. Return to roasting pan remaining portions for adults.

Preheat broiler. Remove garlic halves and squeeze flesh from papery skins into a bowl. Coarsely chop tarragon leaves and mix into garlic. If desired, remove as much chicken skin as possible to reduce calories and fat. Using fork, smear garlic paste onto chicken pieces reserved for adults. Broil for 2 minutes. Serve with roasted vegetables.

Serves 4 as entree, plus 2 for **Grab & Go** lunch.

#### CHOP SUEY CHICKEN SALAD (**Grab & Go** Lunch)

Preparation time: 2 minutes

Leftover chicken can be chopped along with cooked root vegetables from the night before and tossed with 2 tablespoons low-sodium soy sauce, 1 teaspoon Dijon mustard, and 1/2 teaspoon toasted sesame oil. Serve on mixed greens for a great lunch salad. A few rice crackers can be crushed and sprinkled on top for low-fat croutons.

Serves 1 to 2.

#### PORK ROAST DIJON WITH SWEET POTATOES

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Serve with Steamed Snow Peas (recipe follows).

## COOK 3 HOURS, AND THEN EAT; WELL ALL WEEK 'WHAT'S FOR DINNER T

Preparation time: 10 minutes

\* 2/3 cup ground almonds (if you can't find these, buy almond slices or slivers and grind in food processor or blender)

\* 2 cups white wine

\* 6 tablespoons Dijon mustard

\* 1 teaspoon pepper

\* 2 2-pound rolled boneless pork loins

\* 4 small sweet potatoes, scrubbed

\* 1 teaspoon olive oil

\* Salt and pepper to taste

In large zip-top plastic bag, combine almonds, wine, mustard and pepper. Add roasts and smear almond mixture all over meat. (Seal bag and refrigerate for up to 3 days. Or freeze for up to 3 weeks; thaw in fridge for 24 to 48 hours.)

Cut sweet potatoes into 8 wedges each. Place in large zip-top plastic bag along with oil, salt and pepper. Shake to coat. (Refrigerate for up to 48 hours.)

Preheat oven to 375 degrees. Arrange potatoes in a single layer on a foil-covered baking sheet. Place both roasts fat side up, and as much almond mixture as possible, in shallow roasting pan. Roast potatoes on upper rack and pork on lower rack for 60 to 90 minutes, or until meat thermometer reaches 160 degrees, adding 1/4 cup more wine if pan starts to burn.

Let roast sit for 5 minutes or so to allow juices to settle, then carve. While carving the roast, be sure to cube the second roast into 1-inch pieces before storing. This way, your Second Supper is in the bag!

Serves 4 as entree, plus 4 for Second Supper.

#### STEAMED SNOW PEAS

Preparation time: 3 minutes

\* 2 cups fresh snow pea pods

\* 1 tablespoon white wine or lemon juice

\* 1 teaspoon granulated sugar

\* Salt and pepper to taste

Rinse snow peas under cold water and place in large microwaveable bowl, sprinkle with wine, sugar, salt and pepper. (Can be covered with plastic wrap and refrigerated up to 24 hours.)

Microwave, covered, on high for 2 to 4 minutes, or until bright green and crisp-tender.

To prepare in a steamer: Steam washed snow peas for 2 to 4 minutes, toss with wine, sugar, salt and pepper.

Serves 4.

#### BAKED PORK AND SPINACH ROLL-UPS (Second Supper)

Preparation time: 5 minutes

\* 2 pounds cooked Pork Roast Dijon, cubed

\* 2 cups low-fat grated cheddar cheese

\* 1 (10-ounce) package prewashed baby spinach

\* 8 whole wheat flour tortillas

\* Cooking spray

## COOK 3 HOURS, AND THEN EAT; WELL ALL WEEK 'WHAT'S FOR DINNER T

- \* 2 pints cherry tomatoes
- \* 2 teaspoons store-bought balsamic vinaigrette

Toss chopped pork roast with cheddar cheese and baby spinach leaves.

Divide mixture between whole wheat tortillas and wrap up the filling burrito-style. Lay the roll-ups in a single layer in a large casserole dish that has been coated with cooking spray.

Preheat oven to 400 degrees. Bake uncovered at 400 degrees for 15 to 20 minutes just to warm through and melt cheese.

Serve with side salad of halved cherry tomatoes and tossed with your favorite balsamic vinaigrette.

Serves 4.

## BETTER SPAGHETTI SAUCE

PG tested

Cook this sauce today and have options all week. This recipe rinses away saturated fat and loads up on hidden vegetables, which only you -- not your kids -- will know are there; it contains a healthy ratio of four to five times as much vegetables as meat.

Preparation time: 30 minutes

- \* 1 pound extra-lean ground beef
- \* 1 teaspoon canola oil
- \* 1 onion, grated
- \* 2 carrots, grated
- \* 1 green bell pepper, seeded, cored and grated
- \* 3 cloves garlic, minced
- \* 1 tablespoon Italian herb seasoning
- \* 1 teaspoon fennel seed (optional)
- \* 2 cups frozen mashed winter squash (or plain canned pumpkin, if squash is not available)
- \* 1 (26-ounce) can tomato sauce
- \* 1 (5 1/2-ounce) can tomato paste
- \* 1 cup red wine
- \* 1/4 cup ground flaxseed

In skillet, brown meat over medium-high heat; place meat in a strainer in sink. Run under hot water to drain as much of the fat as possible. Set aside.

In large saucepan, heat oil over medium-high heat; cook onion, carrots and green pepper until softened. Add cooked ground beef. Stir in garlic and Italian seasoning. Add flaxseed, if using.

Add squash and heat through. Add tomato sauce, tomato paste and wine. Simmer for at least 20 minutes or for up to 1 1/2 hours.

Divide sauce into two portions. Store half in fridge for tomorrow night's dinner, freeze second half in 2-cup portions for use in Better Nachos.

Serves 4 as entree, plus 4 for Second Supper, plus 1 or 2 for **Grab & Go Lunch**.

**NOTES:** Food editor Amy McConnell Schaarsmith can be reached at [aschaarsmith@post-gazette.com](mailto:aschaarsmith@post-gazette.com) or 412-263-1760.

COOK 3 HOURS, AND THEN EAT; WELL ALL WEEK 'WHAT'S FOR DINNER T

**GRAPHIC:** PHOTO: Andy Starnes/Post-Gazette: Roast Chicken to Please Everybody.  
\**CHART:** MENU

**LOAD-DATE:** September 23, 2006



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The Leaf-Chronicle (Clarksville, Tennessee)

September 15, 2006 Friday

**SECTION:** LOCAL; Pg. 3C

**LENGTH:** 728 words

**HEADLINE:** OUR SCHOOLS TODAY

**BYLINE:** None

**BODY:**

The following are menus for area schools for the week of Sept. 18 to Sept. 22.

Academy for Academic Excellence

**LUNCH**

Monday: Spaghetti, meatballs, creamed green beans, sweet yellow corn, parmesan cheese, Italian bread, applesauce, milk.

Tuesday: Lean ham, creamed green beans, mashed potatoes, navy beans, sweet yellow corn, brown gravy, dinner roll, applesauce, milk.

Wednesday: Chicken salad, coleslaw, bread, lettuce leaf, creamed green beans, mashed potatoes scratch plus, applesauce, milk.

Thursday: Browned turkey breast, bread, brown gravy, sweet yellow corn, green peas, applesauce, milk.

Friday: Hot dog, potato wedges, sweet yellow corn, baked beans, applesauce, milk.

Clarksville Academy

**COUGAR CAFE LUNCH**

Monday: Country-fried steak, mashed potatoes and gravy, corn, dinner rolls, fresh baked cookies, milk or juice.

Tuesday: Meat and cheese lasagna, tossed garden salad with ranch dressing, dinner rolls, double chocolate cake, milk or juice.

Wednesday: Chicken tenders, potato wedges, green beans, dinner rolls, fresh baked brownies, milk or juice.

Thursday: Ham and cheese sub sandwich with lettuce and tomato on the side, corn on the cob, assorted chips, fresh baked cookies, milk or juice.

Friday: Fried chicken, macaroni and cheese, green beans, dinner rolls, pudding, milk or juice.

**EXPRESS LUNCH**

Monday: Fruit salad and cottage cheese on lettuce leaf, crackers, vegetable sticks, fresh baked cookies, milk or juice.

Tuesday: Chef's salad, crackers, pickles, fresh fruit, double chocolate cake, milk or juice.

Wednesday: Chef's salad, crackers, pickles, fresh fruit, fresh baked brownies, milk or juice.

Thursday: Tuna salad on lettuce leaf, crackers, vegetable sticks, fresh fruit, fresh baked cookies, milk or juice.

Friday: Chef's salad, crackers, pickles, fresh fruit, pudding, milk or juice.

Clarksville-Montgomery County schools

#### BREAKFAST

Monday: Breakfast pizza or cereal, toast, fresh fruit or juice, milk.

Tuesday: Ham, cheese, English muffin or cereal, toast, fresh fruit or juice, milk.

Wednesday: Cheddar cheese omelet or cereal, toast, fresh fruit or juice, milk.

Thursday: Cinnamon swirl french toast or cereal, toast, fresh fruit or juice, milk

Friday: Chicken biscuit or cereal, toast, fresh fruit or juice, milk

#### LUNCH

Monday: Country-fried steak, gravy mashed potatoes, peas and carrots, garden salad, fat-free dressing, pear halves, roll, fresh fruit assortment or chef salad with breaded chicken, choice of milk.

Tuesday: Ground beef macaroni, squash, green beans, garden salad, fat-free dressing, red fruited gelatin, garlic toast or yogurt, vegetable wrap **grab n' go**, choice of milk.

Wednesday: Chicken fajita wrap or burrito, cheese sauce, refried beans, garden salad, fat-free dressing, peach slices, fresh fruit assortment, spanish rice, choice of milk.

Thursday: Reduced fat pepperoni pizza or quesadilla, whole kernel corn, vegetable nibbles, dip, garden salad, fat-free dressing, mixed fruit salad, choice of milk.

Friday: Cheeseburger or hot dog, oven fries, broccoli, cheese, rice casserole, garden salad, fat-free dressing, apple-sauce, fresh fruit assortment, choice of milk.

Fort Campbell schools

#### BREAKFAST

Monday: Waffle sticks, cinnamon roll, cereal and toast, fresh fruit choice, choice of juice and milk.

Tuesday: Bacon and eggs, whole wheat bread toast, breakfast pizza, potato puffs, cereal and toast, sweetened applesauce, choice of juice and milk.

Wednesday: Pancakes with butter and syrup, chicken biscuit, cereal and bagel, fresh grapes, choice of juice and milk.

Thursday: Bacon and eggs, whole wheat bread toast, cinnamon roll, yogurt and graham cracker, peaches, choice of juice and milk.

Friday: Strawberry poppart, chicken biscuit, breakfast pizza, mandarin oranges, choice of juice and milk.

#### LUNCH

Monday: French cheese bread, chicken finger salad, cherry cobbler, tossed salad, spinach, frozen juice bar, choice of milk.

Tuesday: Chili con carne with beans, chicken nugget, chef plate, wheat rolls, carrot and celery sticks, mixed vegetables, sweetened applesauce, choice of milk.

Wednesday: Pepperoni pizza, salad bar, Cowboy cookies, spinach salad, corn, fresh grapes, choice of milk.

Thursday: Chicken tetrazzini, wheat rolls, sandwich with chips, salad bar, tossed salad, broccoli, peaches, choice of milk.

Friday: Fish sandwich with cheese, taco l'il bites, chef plate, wheat rolls, baked potato, tossed salad, mandarin oranges, choice of milk.

**LOAD-DATE:** September 16, 2006

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Restaurants and Institutions

September 15, 2006

**SECTION:** DEPARTMENTS; Insider; Pg. 17**LENGTH:** 244 words**HEADLINE:** It's Automat-ic**BYLINE:** By Staff**BODY:**

Drop coins in the slot, slide open the compartment door and pull out hot, fresh food without a wait. So goes the business plan behind **Bamn!** in New York City, an updated automat concept where menu items are prepared on site 24 hours a day and most choices are priced at \$2.50 or less.

The compact, stylish **grab-and-go** operation offers customers the convenience of a quick-service restaurant but with better food in less time, says **David Leong**, who conceived the project with partners **Robert Kwak** and **Nobu X**. With 13 automat machines holding eight compartments each, 13 transactions can take place at once, and diners don't have to spend time placing orders, exchanging money and waiting for food to be delivered. The compartments, whose temperatures can be individually controlled, are filled according to demand at various times of day and are equipped with timers to ensure items awaiting purchase don't sit too long.

Executive Chef **Kevin Reilly** of **The Water Club** in New York City designed the menu, an eclectic mix of bite-sized, comfort-food choices such as macaroni-and-cheese croquettes and fried chicken and Asian-influenced options including roasted pork buns and the concept's signature musubi, a Hawaiian specialty of seasoned rice cakes topped with a slice of beef. While some items, including thick-cut Belgian fries, mini burgers and chicken wings, can be ordered at the counter in larger quantities to go, most are meant to be consumed on the spot.

**LOAD-DATE:** September 13, 2006

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The Miami Herald

September 14, 2006 Thursday

**SECTION:** E; Pg. 14**LENGTH:** 524 words**HEADLINE:** Quick alternatives to packaged meals**BYLINE:** JENNIFER E. O'BRIEN, Albany Times Union**BODY:**

It's hard to argue against breakfast convenience this time of year, with the kids showing up at the table as the bus is rolling to a stop in front of your house.

The food industry is fully aware of the predicament. That's why variations on frozen egg sandwiches, pancakes and cereal bars are popping up faster than you can fry an egg and yell, "Bus! Take it with you!"

But nutritionists say by opting for early morning convenience, parents might be ignoring healthier options.

Maryanne Blandford, registered dietitian and nutrition educator with Cornell Cooperative Extension in Rensselaer County, N.Y., believes people turn to these items thinking, "Something is better than nothing."

Her advice: Read the labels.

Ideally, kids should have a breakfast consisting of at least three food groups: "starch, preferably whole grain; fruit (which is hard to get in the rest of the day); and protein (which gives staying power to the rest of the meal)."

Sitting down with a bowl of cereal for breakfast can be a simple and nourishing choice, says Blandford, as long as you choose the cereal carefully: less than three grams of sugar per serving.

If you do want to stock the refrigerator or pantry with **grab-and-go** items, Blandford recommends healthy choices like whole-grain frozen waffles or string cheese.

To get the lowdown on some of the newest products on the market, we consulted Kendra Evans, registered dietitian and nutritionist with the Greenbush (N.Y.) Area YMCA.

**Jimmy Dean Pancakes and Sausage on a Stick**

Cost: \$5.98/14 servings

Prep: 60 seconds in microwave

Fat: 12 grams (4 g saturated/ 0 g trans fat)

Calories: 210

Evans' reality check: "The first three ingredients (enriched bleached flour, water and sugar) are terrible. It only has 5 grams of protein, and that is a terrible way to get protein."

Alternative: Make a whole grain pancake (or Kashi frozen waffle) and wrap it around a veggie or low-fat turkey sausage.

**Quaker Oatmeal to Go Raspberry Streusel**

Cost: \$2.99/6 servings

Prep: Open package (or could be warmed in microwave)

Fat: 4 grams (1 g saturated)

Calories: 220

Evans: "These weren't too bad. They actually have fiber and protein. Still, they have 19 grams of sugar."

Alternative: A slice of whole-grain toast with peanut butter.

**General Mills Milk n' Cereal Bars (Variety Pack)**

Cost: \$2.99/6 servings

Prep: Open and eat.

Fat: 4 grams (2 grams saturated)

Calories: 160 to 180, depending on flavor

Evans: "A cup of milk has 8 grams of protein and is much lower in fat."

Alternative: A banana with peanut butter will provide protein and potassium.

**Pillsbury Toaster Strudel (Raspberry)**

Cost: \$2/6 servings

Prep: Toast, apply icing onto hot pastry.

Fat: 9 grams (3.5 grams saturated/1 gram trans fat)

Calories: 190

Evans: "This has 9 grams of fat, no fiber, no protein. It's pure sugar."

Alternative: Fruit cup (in fruit juice, not syrup), yogurt or smoothie drinks.

**Pillsbury Toaster Scrambler (Cheese, Egg and Bacon)**

Cost: \$2.49/6

Prep: Toast, or microwave 10 seconds

Fat: 12 grams (3 grams saturated/ 1.5 grams trans fat)

Calories: 180

Evans: "These are really high in fat."

Alternative: Stuff a whole-grain pita with a scrambled egg and/or cheese.

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September 14, 2006 Thursday 2:00 PM GMT

**LENGTH:** 643 words**HEADLINE:** Mrs Baird's Baking Tradition Rolls Into Mississippi**DATELINE:** FORT WORTH, Texas Sept. 14**BODY:**

FORT WORTH, Texas, Sept. 14 /PRNewswire/ -- Mrs Baird's Bread, one of the country's largest wholesale baking companies, announced today that it is opening new distribution routes in the Jackson, Mississippi area. The initial Jackson launch includes stores in Brandon, Byram, Clinton, Flowood, Madison, Pearl, Raymond, Richland and Ridgeland. It also includes stores in the Greenville and Hattiesburg areas. This is the first time Mrs Baird's baked goods will be available in area grocery stores.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060914/DATH005LOGO> )

A family tradition since 1908, Mrs Baird's maintains a commitment to quality and a no shortcuts approach to baking that makes its products unique. Since dough is allowed to rise naturally it takes six hours to bake a loaf of Mrs Baird's bread. Dough is still hand twisted, an added step in the baking process that improves the texture and enhances the softness of the bread. Milk is another special ingredient in Mrs Baird's white breads and buns.

"We are excited to enter into Mississippi area markets," said Ken Kirchoff, Regional Sales Manager. "Many consumers are already familiar with Mrs Baird's baked goods and have asked when our products will be available to them. I am pleased to say that for the first time, consumers in the Jackson, Hattiesburg and Greenville areas will have the opportunity to taste the freshness and quality that has made Mrs Baird's legendary. For those not familiar with our products, we are excited to introduce them to our varieties of nutritious wheat breads, white breads and popular sweet baked goods. We know they will quickly become family favorites."

Mrs Baird's brings nearly 100 years of baking tradition to Mississippi, with a selection of 24-ounce wheat and variety breads each with their own unique flavors and wholesome goodness, including 100% Whole Wheat and Split Top Honey Wheat. Mrs Baird's Harvest Selects line is a special collection of breads for the whole family that blend the best of Mrs Baird's qualities with a one-of-a-kind mix of flavors and grains in a soft traditional loaf. Harvest Selects 100% Whole Grain bread offers another option to help consumers transition to healthy whole grains as suggested in the latest Dietary Guidelines for Americans. Mrs Baird's newest products are Whole Grain White Bread and Buns, bringing the goodness of whole grains to a product that looks and tastes like the company's legendary white bread. Other recipes include Honey 7 Grain and Honey Nut & Oat, each providing nutritional benefits such as calcium and 8 other essential vitamins and minerals. Sugar Free 100% Whole Wheat and Potato bread are other unique selections being distributed along with traditional white bread and bun favorites made with real milk.

Mrs Baird's will also present its select line of sweet goods. Consumers will enjoy the company's wonderfully soft and delicious powdered sugar, cinnamon sugar and chocolate frosted donuts in convenient "Grab 'n Go" bags. Other tempting treats include boxed snack apple and cherry pies, cinnamon rolls, honey buns and many more.

Mrs Baird's Bread is a subsidiary of Bimbo Bakeries USA. Bimbo Bakeries USA operates 13 bakeries and distributes top brands such as Mrs Baird's, Oroweat, Thomas', Entenmann's, Tia Rosa, Bimbo and Marinela. They serve approximately 3,000 sales routes and have approximately 7,000 U.S. associates. Bimbo Bakeries USA is headquartered in Fort Worth and is the U.S. Division of Mexico's Grupo Bimbo, one of the world's largest baking companies with over

KEL 000207

Mrs Baird's Baking Tradition Rolls Into Mississippi PR Newswire US

82,000 associates and operations in 16 countries throughout the Americas, Europe and most recently, China. Its stock has been trading on the Mexican Stock Exchange since 1980 under the ticker BIMBO.

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SOURCE Mrs Baird's Bread

URL: <http://www.prnewswire.com>

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Copyright 2006 Globe Newspaper Company  
The Boston GlobeSeptember 13, 2006 Wednesday  
THIRD EDITION**SECTION:** FOOD; Pg. E3**LENGTH:** 275 words**HEADLINE:** GREEK SALAD**BYLINE:** ALISON ARNETT**BODY:**

Greek salad is a deli staple, it's in every airport **grab-and-go** case, and it's a favorite of coffee shops. But familiarity often breeds a ho-hum reaction, especially for salads with limp lettuce, plastic-like olives, and hard tomato wedges. That's why Ithaki Mediterranean Cuisine in Ipswich calls its version "true Greek salad."

Ingredients are key, says executive chef David Comprosky, who learned to make the salad from owner and Athens native Petros Markopoulos. American versions "tend to have a lot of lettuce, usually iceberg," says the chef. In Greece, the dish is mostly vegetables with only a few greens. "We use baby arugula," he says.

His version starts with English cucumbers, which are sliced very thin to line the bottom of the plate. A few leaves of peppery arugula are piled on. Wedges of tomatoes and julienne strips of green bell peppers now these are coming from nearby Marini's Farm are artfully arranged on top. Kalamata and green Colossus olives, which have been marinated at the restaurant for two months in garlic, Greek oregano, olive oil, and orange and lemon rind, go into the salad, along with imported feta. "It's so much different milder and less salty from what you get in your local deli," says Comprosky. Sliced red onions and a very simple red wine vinaigrette are the final grace notes.

The salad is sold in either half (\$5) or full (\$7 to \$9) portions; at lunch, grilled chicken or shrimp can be added (\$3 to \$4 extra). "It's one of our biggest sellers," says the chef. He's also a major fan. "When I first started, I had one a day. I couldn't stop." Ithaki Mediterranean Cuisine, 25 Hammatt St., Ipswich. 978-356-0099.

**NOTES:** ON THE MENU ; GREEK SALAD**GRAPHIC:** PHOTO**LOAD-DATE:** September 14, 2006

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The Food Institute Report

September 11, 2006

**SECTION:** Pg. 9 No. 36 ISSN: 0745-4503**ACC-NO:** 152996621**LENGTH:** 480 words**HEADLINE:** School breakfast programs an untapped resource;  
WASHINGTON**BODY:**

Twenty nine million children ate federally funded school lunches in 2005. Of those who ate school lunch only nine million ate breakfast, which results in two billion dollars of federal funding not being used. Schools want breakfast programs; they believe a better-fed child will learn more. However, the programs have been slow to catch on due to logistic problems, such as limited staff and available time before classes.

Entrepreneurs and food processors are taking advantage of this untapped market with convenient meal options. Gary Davis' company EAST SIDE ENTREES introduced Breakfast Breaks; a **grab-and-go** meal that consist of cereal, crackers and fruit juice in small boxes. The idea is to be able to distribute the product quickly, easily and anywhere. Breakfast Breaks are catching on, schools in more than 40 states served the product last year and he is expecting to sell more than four million per month this year. KELLOGG CO. has also launched Morning Jump-Starts for the 2005-06 school year, which will include a Pop-Tart or graham crackers, and juice. The product will feature popular characters such as Tony the Tiger or Toucan Sam, providing math, science, nutrition, and fitness tips. The nutrition director for the Gadsden Independent School District in New Mexico reported that since introducing Breakfast Breaks in the past school year, participation in the program has increased 15%. This is not an isolated trend, in the Chicago Heights' school district where legislators mandated breakfast to be served in all public schools where 40% or more of the students qualify for free or reduced-price meals, participation increases by 10% on days when Breakfast Breaks are served, according to The Wall-Street Journal (Aug. 31).

USDA reported in 2004, 13.9 million children lived in households that didn't have enough resources to purchase an adequate, balanced diet throughout the year, up 9% from 12.7 million in 2001. Congress in 1946 formally established the lunch program and in 1975 permanently established the breakfast program to fight childhood hunger. During the 2004-05 school year, 17 million children ate free or reduced-price lunches, while 12 million paid full price, compared to 7.5 million children who ate free or reduced-price breakfast and the 1.7 million who paid full price. The federal government funds school lunch and breakfast programs, therefore schools are reimbursed if meals meet USDA nutritional guidelines. To meet the nutritional guidelines each breakfast must have two breads or one bread and one protein, a vegetable or fruit and milk. The government will reimburse schools \$1.27 for each free breakfast, 97 cents for each reduced-price meal, and 23 cents for each fully paid meal served. The government reimbursed \$1.9 billion for breakfast programs and \$7 billion for lunch programs during the 2004-05 school year, reported The WSJ.

**LOAD-DATE:** October 19, 2006

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Nation's Restaurant News

September 11, 2006

**SECTION:** Pg. 1(2) Vol. 40 No. 37 ISSN: 0028-0518**ACC-NO:** 151843752**LENGTH:** 1129 words**HEADLINE:** Liquid ban creates hiccup for airport operators: concessionaires report slowdown in beverage buys, uptick in sit-down sales;  
NEWS**BYLINE:** Elan, Elissa**BODY:**

As air travelers grappled with the ban on carry-on liquids and gels, veteran concessionaires said declining beverage sales at airports' coffee bars and **grab-and-go** outlets were offset by soaring business at terminals' full-service restaurants as fliers came to grips with security uncertainties.

"With regard to the impact of the beverage ban, we have seen a skewing of consumption," said Les Cappetta, senior vice president of North American business for HMSHost Corp., the Bethesda, Md.-based airport concession giant.

"People are not buying as much beverage and, in fact, portion sizes are down as well," Cappetta said. "At our Starbucks stores, we're seeing that beverage sizes and sales are down. At presecurity stores, sales are down between 5 and 15 percent, but at postsecurity stores there has been a bump."

According to data collected by market trends consultant Britt Beemer, chairman of Charleston, S.C.-based America's Research Group, the liquid ban's Aug. 10 enactment has had a dramatic effect on beverage sales at airport foodservice outlets.

"Sodas sold in cans and bottles are down a good 25 to 30 percent," he said, "because, obviously, you can't take it on board. So now all of the [employees at airport] food courts are having to tell everyone to drink their beverages before they get on the plane."

At the same time, several carriers have requested more bottles of water for service aboard flights, caterer Gate Gourmet said. "We have had some additional orders of water from the airlines," said John Bronson, director of communications for the Reston, Va.-based company.

Cappetta said he was waiting to see whether the airlines would begin offering more in-flight food and beverage options to counteract the ban.

"The general data we have says that on long hauls--trips that are more than three hours long--people want food on the plane," he said. "It helps pass the time. [Carriers] have started moving more a la carte, and since ticket prices are significantly back on the rise it will be interesting to see whether they continue to not offer any amenities."

Cappetta noted that consumer confusion about what is allowed on flights is causing a downturn in sales at the concessionaire's **grab-and-go** brands, which include California Pizza Kitchen ASAP, Sbarro, Wolfgang Puck Express, Burger King, Nathan's Famous, Cinnabon and QuiznosSub.

KEL 000211

## Liquid ban creates hiccup for airport operators: concessionaires report

"**Grab-and-go** has taken a bit of a hit," he said. "That is one thing that's changed. Our carry-on program was very elaborate, but we've pulled back on that now. We're still telling travelers they can carry on food and newspapers, but we're not emphasizing it as much. **Grab-and-go** signage has come down, but we're letting people know they can take a CPK package aboard, just not a beverage."

He also noted that the company has taken to serving more beverages in glasses rather than in paper or plastic cups. "We want to make sure [passengers] don't take the beverages on the planes," he said.

Nick Biello, president of the travel services division of Delaware North Cos., the hospitality services corporation based in Buffalo, N.Y., said his company has experienced an uptick in food and beverage sales on a week-to-week basis during the last month. Approximately 8 percent of Delaware North's airport food business is **grab-and-go**.

"We've seen a 10-percent increase," he said. "Food was never impacted at all since there was no prevention of taking food onto a plane even during the initial crisis."

Still, Biello, whose division operates more than 300 foodservice and retail operations in more than 30 airports, said that the bundled meals his company sells at its airport concessions--which include a sandwich, chips or fries and a beverage that comes with a contoured screw top--were affected by the new regulations.

"On the first day, we had to take the tops off of the bottles at all airports," he said, "and in some locations we had to pour the contents into cups. Now we're [offering] less bundling because of the contoured bottle, which you cannot take on board."

HMSHost's Cappetta said business at his company's full-service restaurants was on the upswing as well.

"What we're finding is that our casual-dining and sit-down restaurants are performing better [in postsecurity locations] because people have more time to spend at the airport since there is so much uncertainty at the ticketing and security lines. It is very much like it was right after 9/11."

William Anton, chairman of Washington-based Anton Airfood, a division of HMSHost, said the ban has not affected business at any of his airport locations.

"Once you get through security it hasn't really been a problem," he said. "The only time [the ban has] been a hindrance is when you try to take a beverage through security, but presecurity is the smallest piece of our business; postsecurity is where the volume is."

Despite the operational changes that were implemented because of the ban, officials of Airports Council International said the federal Transportation Security Administration was planning to relax the current restrictions and once again allow passengers to carry small-sized beverages aboard flights.

As of Sept. 1 the TSA was "still considering whether they'll change the current restrictions based on the information that is available to them," said Charles Chambers, the ACI's senior vice president of security and economic affairs. "The TSA has only indicated it would be forthcoming shortly, but we don't know for sure when that will be."

One big challenge for concessionaires has been the increased security required not only of their employees but of the products they sell, too.

"All items coming into the airport that will be sold must be screened early," Chambers said. "There is a security regime to accept, and [screeners] must make sure deliveries haven't been tampered with. Employees also are being screened. Before the rules were put into place, they could take certain items in that now are prohibited. They're being scrutinized under the new rules as well."

Delaware North's Biello said the new security details have added pressure to his operations, but employees are learning to adapt.

"It is much more difficult to get product through," he said. "On the day [the ban] happened we were very close to losing product. We were fortunate it happened on a Thursday because our load day is on Wednesday. If it had happened on a Wednesday, we would have run out."

"All of our product goes through a central commissary so it has to be broken down and repacked and sent to each delivery station," he added. "Every stage has gotten more difficult. At some of our unit deliveries, we're out on the airfield. At other places we've had a guard sitting on the door. We must be more prepared today because [it may be harder] to replenish as quickly."

Liquid ban creates hiccup for airport operators: concessionaires report

eelan@nrn.com

**LOAD-DATE:** September 27, 2006

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The Arizona Republic (Phoenix)

September 9, 2006 Saturday  
Final Chaser Edition

**SECTION:** AHWATUKEE REPUBLIC; Pg. 8

**LENGTH:** 448 words

**HEADLINE:** KIDS EATING UP SCHOOL'S PILOT NUTRITION PROGRAM

**BYLINE:** Georgann Yara, Special for The Republic

**BODY:**

Given the choice between bringing a homemade lunch or opting for what is served in the school cafeteria, Rover Elementary School third-grader Jason Marshall's decision was easy.

"I like buying my lunch at school. It tastes better," said Marshall, 8, over a nearly clean tray Thursday that once held chicken nuggets and broccoli.

Rover's pilot nutrition program is quickly making the image of the dreary cafeteria line with gray mystery meat and coagulating cheese a distant memory.

Participation in the lunch program has increased since it began in April. Of the 610 students at Rover, more than half of them buy for \$1.50 a meal.

Barbara Savastio, nutritional services director for the Tempe Elementary School District, said the program could expand to other campuses if Rover maintains success.

Instead of the traditional assembly line with processed, reheated a la carte items or vats of chili, the program features hot meals cooked from scratch on site each morning. Vegetarian egg rolls, soft tacos and pizza sticks are among the attractions.

Or students can select a **grab-and-go** pack, a complete meal that includes a sandwich, yogurt or an elaborate salad as the main entree. The packs come with a side of fruit or cheese, bread and dessert. The Oriental chicken salad and chef's salad rival those at many mainstream eateries and are popular with teachers.

With its crisp lettuce, tender cuts of turkey and chunks of cheddar, the chef's salad is what Maria Wolff, 6, eats almost every day.

"It's so fresh," Wolff said.

Food options are based on student surveys so that what they like shows up on the menu. All dishes are aligned with state nutritional requirements. Savastio said preparing each meal by hand with fresh ingredients makes the difference.

"They eat with their eyes," she said of the children. "So when they see it in their minds, it tastes fresher."

Savastio said the cost to provide these meals is the same as those offered on other campuses. The only exception is the **grab-and-go** pack, which uses a plastic container, which increases the cost of the meal by 10 cents.

The increase in revenue from the lunch program makes up for that.

Cafeteria manager Patte Waddell noticed an immediate response from students, who seemed to appreciate dishes that were not sitting in plastic wrap all day.

"It didn't take three days to figure out it would take off," Waddell said.

Although all meals are prepared by hand, some foods are meant to have that homemade vibe. Perhaps the most popular hot meal, with students and teachers alike, is spaghetti and meatballs, Waddell said.

"It's has a personal touch," she said.

"When they see it scooped out on a big plate just like mama does -- oh, yeah!"

**GRAPHIC:** (1)Lindsay McClure (left) and Emily Silva, both 6, enjoy a healthy lunch. **CAPTION:** (2)Ian Winters (left) and Foster Christensen, both 8, have hot meals cooked from scratch at Rover Elementary School. Food options are based on student surveys.

**LOAD-DATE:** September 15, 2006

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Newsday (New York)

September 6, 2006 Wednesday  
NASSAU EDITION**SECTION:** FOOD; Pg. B16**LENGTH:** 700 words**HEADLINE:** 3 Simple Quesadillas**BYLINE:** BY MARGE PERRY**BODY:**

Quesadillas are the ultimate fast food. They take only minutes to cook, and they are portable enough to **grab and go**. They're equally well-suited as the focus of dinner. A quesadilla is basically a pressed sandwich, using a tortilla as the bread. The recipes below call for cooking the quesadillas in a hot, dry skillet (oil is not necessary), but they also can be broiled, grilled and even baked. Most quesadillas include cheese, which helps hold the ingredients together.

## 1 AVOCADO, CHEESE AND TOMATO

## QUESADILLAS

Use your favorite cheese to make these: Cheddar, Brie, goat and Gruyère all work well. To keep the calories down, you can use light cheese, as I have done below.

4 (10-inch) flour tortillas

1 cup shredded light Cheddar

2 avocados, peeled and sliced

2 ripe beefsteak tomatoes, thinly sliced

1. Heat the tortillas in a dry skillet or over a flame. Lay them out on the counter.

2. Sprinkle 2 tablespoons of cheese on half of each tortilla and top with a layer of avocado and a layer of tomato slices. Sprinkle the remaining cheese over the tomato and fold the quesadilla closed, pressing it lightly.

3. Heat 2 nonstick skillets over medium-high (or work in batches in one skillet) and heat 2 folded quesadillas in each skillet until the undersides are lightly browned. Turn over and cook until the cheese is melted and the undersides are again browned.

4. Cut in wedges to serve. Makes 4 servings

Nutritional analysis per serving: 458 calories, 17 g protein, 42 g carbohydrates, 12 g fiber, 24 g fat, 6 g sat fat, 15 mg cholesterol, 577 mg sodium

## 2 CHICKEN AND

## ROASTED PEPPER QUESADILLAS

Serve these with your favorite salsa and sour cream.

4 (10-inch) flour tortillas



- 1 cup shredded Monterey Jack or Mexican four-cheese
- 2 cups (a 10-ounce package) roasted chicken breast
- 1 (12-ounce) bottle roasted peppers, drained and cut into strips

1. Heat the tortillas in a dry skillet or over a flame until they are just softened. Line them up on the counter.

2. Spread 2 tablespoons of the shredded cheese over half of each tortilla. Top with 1/2 cup of chicken and 1/4 of the roasted peppers. Finish with 2 more tablespoons of the cheese and fold the tortilla closed.

3. Heat 2 nonstick skillets over medium high. Add the folded quesadillas and, pressing lightly with a spatula, heat the tortillas until browned on the undersides. Flip and again press with the spatula, cooking until the cheese is completely melted and the tortillas lightly browned.

- 4. To serve, cut each quesadilla in half or thirds. Makes 4 servings

Nutritional analysis per serving: 461 calories, 35 g protein, 39 g carbohydrates, 6 g fiber, 15 g fat, 7 g sat fat, 85 mg cholesterol, 736 mg sodium

3 MANGO, BACON

AND QUESO BLANCO QUESADILLA

The sweet mango, creamy cheese and salty crunch of bacon are an irresistible combination. Serve these for dinner, or cut them into smaller wedges for great hors d'oeuvres.

Center-cut bacon is leaner than regular bacon, but either can be used in this recipe.

- 6 slices center-cut bacon
- 4 (10-inch) flour tortillas
- 4 ounces queso blanco or shredded mozzarella cheese (or other mild, creamy cheese)
- 2 whole mangos, peeled and cut into small pieces

1. Cook the bacon; drain on paper towels. Crumble when cool.

2. In a clean, dry skillet, heat the tortillas until they are just soft. Lay them out on the counter. Sprinkle half of each tortilla lightly with the cheese, using about half the cheese for all four tortillas. Top the cheese with the mango and crumbled bacon. Sprinkle the remaining cheese over the top and fold the tortillas closed, pressing lightly.

3. Heat 2 dry nonstick skillets over medium-high (or work in batches in one skillet). Place 2 folded quesadillas in each skillet and press down lightly with a spatula. Cook until undersides are lightly browned; turn, press again and cook until the cheese is melted and the undersides are browned. Makes 4 servings.

Nutritional analysis per serving: 414 calories, 16 g protein, 50 g carbohydrates, 8 g fiber, 14 g fat, 6 g sat fat, 29 mg cholesterol, 778 mg sodium

TIP

Quesadillas need not hold only Mexican-style fillings. You can add flavor to the quesadillas by spreading the tortillas with pesto, mustard, horseradish or any other flavoring that appeals to you.

**GRAPHIC:** Photo by Marge Perry - Quesadillas take only minutes to cook, and they are portable.

**LOAD-DATE:** September 6, 2006

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Connecticut Post (Bridgeport)

Distributed by McClatchy-Tribune Business News

September 1, 2006 Friday

**SECTION: BUSINESS AND FINANCIAL NEWS****ACC-NO:** 20060901-BG-DELI-20060901**LENGTH:** 603 words**HEADLINE:** Condos prompt deli exit**BYLINE:** Pam Dawkins, Connecticut Post, Bridgeport**BODY:**

Sep. 1--BRIDGEPORT -- Paul Sheffer is moving his Lafayette Deli off its namesake boulevard but will keep that part of the name in his new Markle Court site.

"We've always been a destination rather than a discovery," Sheffer said Thursday when asked whether the new restaurant -- set into the side of an office building off State Street -- will see the traffic of his Lafayette Boulevard site. That location, which has been his home for more than three years, is across from Housatonic Community College and next to the federal courthouse.

Owner E/N Properties will begin major renovations next week to turn the building into condominiums; Sheffer had planned to buy his spot.

Jason Epstein, a principal with E/N, said they asked Sheffer to agree to shut down on two days' notice if safety issues arose during construction. But Sheffer couldn't agree to those terms and decided to move.

Epstein said the company would look for another buyer for the unit, which is priced between \$250,000 and \$300,000. "Something trendy, fun. Maybe a wine bar or café." An Oct. 1 move would be ideal, Sheffer said, with Nov. 1 as the outside date.

"We're looking to absolutely minimize downtime. A few days at the maximum." The new site, while twice as large, needs some cosmetic and electrical work, Sheffer said. It previously housed Thai and Japanese restaurants, both of which closed abruptly.

But Sheffer thinks his three-year history with Bridgeport diners will keep him from suffering that fate. He's also not worried about competing with neighboring eateries, including Take Time and the Savoy in the building and High on the Hog and Roberto's in the next building on State Street.

"It's really our feeling that more is better there at this point. Not everybody does exactly the same thing." Philip J. Kuchma, whose Kuchma Corp. manages the State Street building and others for owner People's Bank, agreed.

"I think they enhance one another," said Kuchma, adding the existing restaurants don't come near to filling demand downtown. Of the previous tenants, he said, "They really just weren't prepared for the business." Sheffer, who is thinking about renaming the business the Lafayette Eating Emporium, has come full circle, according to Kuchma; he looked at that site before deciding on 881 Lafayette. Since then, City Lights Gallery and Rainy Faye's bookstore have opened in the building, along with Savoy.

Sheffer said he's thrilled to move into the space next to the gallery.

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He plans to continue his breakfast and lunch service, and will add "high-end, **grab-and-go**" food that customers can take home for dinner.

Eventually, Sheffer said, he might put in a salad bar.

In addition to upgrading his delivery service, Sheffer will continue to cater for area events. His friend, Paul Cyr, will operate "Culinarian Caterers" out of the site.

"It's a cooperative effort. We're not partners. -- It's a symbiotic relationship," Sheffer said.

The new location gives him room to grow, Sheffer said, describing the deal with People's as "extremely fair." "We just have barely tapped into downtown," he said of his three years on Lafayette Boulevard. "I can't help but think the more action you have on the street, the better for everyone."

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Convenience Store Decisions

September 1, 2006

**SECTION:** Pg. 54(1) Vol. 17 No. 9 ISSN: 1054-7797

**ACC-NO:** 151662700

**LENGTH:** 132 words

**HEADLINE:** Portable parfait perfection;  
New Stuff!

**BODY:**

For time-starved customers, Dole Fruit Bowls--each one delivering premium quality fruit with **grab-and-go** convenience--fit the description of the perfect snack. Now, Dole introduces two new flavorful, good-for-you treats (six new items overall) to this successful line, expanding the selection with a trio of irresistible Dole Fruit Parfaits (tasty layers of fruit and a delicate, smooth creme) and three frosty varieties of Dole Fruit Flurry. Dole Fruit Parfaits offer a delectable, low fat snack alternative to yogurt and pudding cups, while Dole Fruit Flurry, similar to sorbet, provides a cool and frosty treat that delivers a full serving of fruit. Each product is packed in 4.2-oz. or 4.3-oz. individual cups.

For more information from

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[ILLUSTRATION OMITTED]

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Food Management

September 1, 2006

**SECTION:** Pg. 22(1) Vol. 41 No. 10 ISSN: 0091-018X

**ACC-NO:** 152196144

**LENGTH:** 88 words

**HEADLINE:** Where **grab-and-go** food is consumed.

**BODY:**

Library	2%
Other	8%
Off-campus	8%
Campus Building	10%
Student Center	12%
In store	14%
Outdoors	20%
Dorm	25%

WHERE ON-THE-GO FOOD IS CONSUMED. New research conducted by Y-Pulse, LLC, a youth foodservice research firm, investigated where collegestudents between the ages of 18-25 consume food and beverage products they purchase from campus c-stores. The research shows that residence hall rooms remain the most popular place for off-site consumption.

**LOAD-DATE:** October 3, 2006

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August 31, 2006 Thursday 2:53 PM GMT

**SECTION:** BUSINESS NEWS**LENGTH:** 2091 words**HEADLINE:** Entrepreneur sees millions left on breakfast table**BYLINE:** By ROGER THUROW, The Wall Street Journal**BODY:**

Twenty-nine million children, most from low-income families, eat federally funded lunch in school. But only nine million eat school breakfast. To federal and state officials, that gap is a big reason for the persistence of childhood hunger in America.

To entrepreneur Gary Davis, it's also a business opportunity. Those 20 million unserved breakfasts translate into nearly \$2 billion in federal money that could be claimed from school-feeding programs, but has been left on the table each year. In the summer of 2004 Mr. Davis wondered: What if he could get all the children who eat lunch in school to eat breakfast, too?

His answer: a **grab-and-go** meal of cereal, crackers and fruit juice, in small boxes that could be distributed on buses, in the cafeteria or in the first-period classroom. He launched his product at the beginning of last school year, and by the end, he says he was selling three million of them a month.

Long-neglected, school breakfast is becoming a sought-after market for business. At the same time, that business is driving participation in an underused government social program. Earlier this month, Kellogg Co. began selling its own breakfast-in-a-box to schools, which includes cereal, a Pop-Tart or graham crackers, and juice. Tyson Foods Inc. is adapting its popular lunchtime chicken nuggets and patties into smaller sizes for breakfast. Scores of other companies also are pitching breakfast items to schools.

As companies try to cash in on the before-the-bell market, they are fueling a debate about how to best serve hungry children. Nutritionists, trying to combat childhood obesity, say ideally, breakfast offerings should contain fresh fruit and more whole grains. But they also acknowledge that many children come to school hungry, without having eaten any breakfast at all.

For decades, schools focused on lunch often believing children were eating breakfast at home and so did many food companies. Now the school market "is pretty saturated as far as lunch goes," says Min Jung Tavella, Kellogg's associate director for customer marketing, prompting "a refocus on breakfast." She says that more schools are asking for breakfast products, believing that better-fed students learn more.

The push by food companies to make breakfast as much of a school-time institution as lunch comes at a time when hunger in the U.S., especially among children, is an acute issue. The U.S. Department of Agriculture reports that in 2004, 13.9 million children lived in households that didn't have enough resources to purchase an adequate, balanced diet throughout the year, compared with 12.7 million in 2001. Food banks and soup kitchens say many of those families show up on their doorsteps.

When he started zeroing in on breakfast in 2004, Mr. Davis's company, East Side Entrees of Long Island, N.Y., was already a player in the school-lunch program, supplying products like SpongeBob SquarePants milk and Batman cheese

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pizza. But, as he learned, many schools didn't offer breakfast, often because it was deemed too much hassle in the hectic moments before school begins.

Mr. Davis conjured up his idea of a pre-packaged meal, calling it Breakfast Breaks. He then assembled a coalition of lobbyists, charities and Washington insiders including former Sens. Robert Dole and George McGovern to persuade more schools to take advantage of the federal money by starting breakfast programs.

By the end of last school year, East Side says schools in more than 40 states were serving its Breakfast Breaks which cost schools 80 cents each. As schools reopen for the new year, Mr. Davis expects to be providing four million Breakfast Breaks per month to about 650,000 children.

Federal support for school meals dates back to the Depression, when surplus farm commodities were funneled to schools for lunch. Congress formally established the lunch program in 1946 as a matter of national security after the military complained too many World War II draftees were being sent home suffering the effects of poor childhood nutrition.

The School Breakfast Program began in 1966, driven by worries that rural children traveling long distances to school and children in poor families weren't getting full breakfasts. Congress made the program permanent in 1975.

Lunch has been embraced by most public schools, but even after three decades, breakfast hasn't nearly caught up. That's partly because many schools say they have trouble with the logistics. There's little time as students scramble before the bell, and not much flexibility in bus schedules to get children to school earlier. Many schools lack enough early morning staffing or food-storage space.

In the 2004-05 school year, 17 million children ate free or reduced-price lunches, while another 12 million paid full price. Only 7.5 million children ate free or reduced-price breakfast, with 1.7 million paying full price.

Both school lunch and breakfast are federal entitlement programs with mandatory funding meaning the government will reimburse school districts for every meal that meets USDA nutritional guidelines. During the 2004-05 school year, total federal school breakfast reimbursements were about \$1.9 billion, compared to \$7 billion for lunch.

Last school year, in most cases, the government reimbursed schools \$1.27 for each free breakfast served; 97 cents for each reduced-price meal, and 23 cents for each fully paid one. The reimbursements are to cover the cost of food, and help with the cost of cafeteria staff and equipment. Schools make their own food purchases from various vendors.

In states with the highest percentage of low-income students participating in both school food programs, such as Oregon, West Virginia and Kentucky, 55 percent of children who ate school lunch also ate breakfast at school, according to the Food Research and Action Center, an anti-hunger group. If all students who ate school lunch also ate breakfast, federal breakfast reimbursement would have soared to \$3.84 billion, the group says meaning nearly \$2 billion went unused.

These numbers jump off the page to entrepreneurs like East Side's Mr. Davis and Ben Tabatchnick, of Tabatchnick Fine Foods Inc., of Somerset, N.J. For both companies, success depends on coming up with ideas that will appeal to schools as well as children, so they can tap the federal money.

"Our customers are four feet tall and 60 pounds," says Mr. Tabatchnick. His company has developed products for schools ranging from strawberry- and vanilla-flavored milk to raspberry smoothies to energy bars with apples and oranges. "We want children to pick up an energy bar instead of a candy bar," he says.

Mr. Davis, a 64-year-old former food broker, founded East Side Entrees in 1998 specifically to serve school food programs. He expects sales of Breakfast Breaks to reach an annualized level of more than \$100 million this school year, and says they will represent about 75 percent of his company's growth "this year and going forth." The privately held company makes "a modest profit margin" on the product, he says, but wouldn't be specific.

Kellogg says its breakfast box, called Morning Jump-Starts, sells for about 85 cents each. It is similar, containing a small bowl of a reduced-sugar version of some of its cereals, such as Froot Loops; a single package of Pop-Tarts or graham crackers, and a carton of fruit juice. On the packaging, Kellogg characters Tony the Tiger and Toucan Sam provide math, science, nutrition and fitness tips. Kellogg wouldn't provide sales projections for the product.

Demetrious Giovas, nutrition program director in the Gadsden Independent School District in New Mexico the first district to order Breakfast Breaks says he could assemble a similar meal for about 10 cents less than Mr. Davis charges, and serve it piece-by-piece as students moved through a line. But Mr. Giovas says he orders about 6,000 Breakfast

Breaks a month because they're convenient, attractive to children, and additional staff isn't required to serve them. He says participation in the breakfast program increased 15 percent since the district began offering Breakfast Breaks last year.

Nutritionists are exhorting schools to serve healthier food and suggest, for instance, that **grab-and-go** breakfasts could be better if they contained fresh fruit. "Could they be improved nutritionally? Probably. Would kids eat it? That's a question," says Ruth Jonen, past president of the School Nutrition Association. Still, she says the product is a good start. "If it improves participation in the breakfast program, we'll take it and hopefully improve on it over time."

To qualify for reimbursement, each breakfast must meet the USDA nutritional standard of two breads (which could be cereal or crackers), or a bread and a protein. Meals must also include a vegetable or fruit (which could be juice) and milk.

Kellogg's Ms. Tavella acknowledges that for pre-packaged products like the company's Jump-Starts, "fresh fruit is a challenge." Mr. Davis says including perishables like fresh fruit would compromise his product's handiness, but he encourages schools to offer fruit with them. "In business, you have to set priorities," he says. "Our objective is to reach out to millions of kids who aren't being fed."

Mr. Giovas, of the New Mexico school district, says he does put out fresh fruit, but few students take it at breakfast; they prefer it in the afternoon. "If the child doesn't eat what you put on the plate, it has zero nutritional value," he says.

To bolster his courting of schools, Mr. Davis sought a partnership with the National Dairy Council, which represents dairy farmers. He aligned with non-profits Share our Strength and the Alliance to End Hunger and donates a portion of his sales to those and other groups; for 2006, he expects donations to total about \$1 million. The California Milk Processor Board allowed the coalition to adapt its famous marketing slogan, "got milk?"

By then the "got breakfast?" coalition needed a credible spokesperson. Mr. Davis considered entertainment personalities and cartoon characters. Instead, he tapped Sens. McGovern and Dole.

Sen. McGovern, a Democrat, and Sen. Dole, a Republican, were two leading members of the former Senate Select Committee on Nutrition and Human Needs. They made the school-breakfast program a permanent entitlement and expanded other child-feeding initiatives. For the past two years, the octogenarian senators have traveled the country, addressing local politicians, school administrators and media about the need for school breakfasts. They're unpaid, but the coalition picks up their expenses.

The senators are disappointed that more children haven't benefited from breakfast money the government has set aside.

"Children can't vote, so this is a reverse pork-barrel situation," says Mr. McGovern. "If Congress appropriated money to improve old-age assistance, you think that money would lie on the table in Washington? Those old people vote, they talk to their members of Congress."

Several hundred of the children who have eaten Breakfast Breaks in the past year are in the Chicago Heights elementary school district south of Chicago. "We were getting kids coming into school with stomachaches and the nurse would send them to us in the cafeteria. They hadn't eaten any breakfast and sometimes not even dinner the night before," says Vickie Mascitti, the district's food-service director.

Erin Salamon, a third-grade teacher in Chicago Heights, says some of her students "were coming to school so hungry they couldn't concentrate. I had a lot of falling asleep during the reading, and kids putting their heads on the desk when they were writing."

Illinois had been one of the states with the lowest percentage of children eating school breakfast, according to the Food Research and Action Center, with schools serving breakfast to about only one-quarter of low-income children eating lunch. But last year, Illinois legislators mandated that breakfast be served in all public schools where 40 percent or more of the students qualified for free or reduced-priced meals. Chicago Heights has 80 percent.

The district now serves Breakfast Breaks two or three times a week, alternating with other items including waffles, muffins, yogurt and breakfast tacos with eggs and cheese. Breakfast participation, particularly among older students, increases 10 percent on days when Breakfast Breaks are served, the district says.

Ms. Salamon says she has noticed less snoozing among her third-graders. "They are in better moods after having a breakfast," she says.



**LOAD-DATE:** September 1, 2006

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THE SAN FRANCISCO CHRONICLE (California)

August 28, 2006 Monday  
FINAL Edition

**SECTION:** NEWS; Pg. A1**LENGTH:** 1662 words**HEADLINE:** Obesity war's latest battlefield: the school cafeteria School nutrition is activists' passion;  
How 4 dedicated people work to help Bay Area students eat right**BYLINE:** Stacy Finz, Chronicle Staff Writer**BODY:**

There's a cartoon circulating among nutritionists these days: two really overweight parents -- one sprawled on the couch in front of the television with a soda resting on his belly, the other dishing up ice cream in the kitchen -- and their chubby daughter sitting on the floor, amid chip bags, pizza boxes and cookie wrappers. The caption reads: "Ahh ... it's nice to be home ... the only food they serve at school these days is good for you."

Schools weren't always citadels of health. For years, they were more like junk food coliseums. Now, as this school year begins, cafeteria menus are being scrutinized as closely as the curriculum in preparation for compliance with recently passed legislation to better students' diets. School officials from Santa Clara to Sonoma counties are planning inventive programs to rid their halls of high-calorie and fatty foods.

But for four people in the Bay Area, changing the way kids eat has become their life's mission.

-- Miguel Villarreal started working in the fields as a boy. At the time, bountiful crops meant backbreaking work. Now they mean food for hundreds of schoolchildren in Marin County.

-- Maria Mosquera was a medical resident when she began teaching Latino families in East Palo Alto how to cook their native dishes with healthful ingredients.

-- Nora Cody read everything she could get her hands on about trans fats and obesity. Now she calls students up to the front of their Oakland classrooms to measure -- one by one -- how many teaspoons of sugar are in a can of Coca-Cola.

-- Dana Woldow was a concerned mother first and is now bringing nutritious breakfasts to San Francisco, one school at a time.

Since 1980, the percentage of overweight young people in the nation has more than tripled, according to the Centers for Disease Control and Prevention. The American Obesity Association attributes the growing number of cases of youth asthma, Type 2 diabetes, high blood pressure, heart disease, orthopedic complications and psychological disorders to bulging waistlines.

"This is just the tip of the iceberg," said Howell Wechsler, director of adolescent and school health for the CDC in Atlanta.

"There's no question that schools can play a profound role" in fighting the epidemic, he said. "If all they do is get kids to eat more fruits and vegetables or reduce their saturated fat or trans fat intake, that's a major accomplishment."

## Obesity war's latest battlefield: the school cafeteria School nutri

## Farm-fresh cafeteria food

Miguel Villarreal, director of food and nutritional services for seven Marin County school districts, including Novato and San Rafael, is trying to get kids to substitute jicama and carrots for their Snickers bars. And he's going straight to the farm to do it.

"It's not easy," Villarreal admits. "Just getting them to sample the food is an exercise."

He believes that if he brings it in fresh, the food will be richer in nutrients, and the kids will be more likely to eat it. So he's been working with Marin Organic, a group of local producers, on a Farm-to-School program.

Every Friday, Villarreal and his staff order fresh fruits and vegetables from local growers, including Paradise Valley Produce and Star Route Farms. Straus Family Creamery supplies yogurt for fruit and granola parfaits.

On Monday mornings, a truck rolls in with his delivery. All of it comes from less than 20 miles away.

"The carrots are coming out of the ground the day before we serve them," said Villarreal.

Every Thursday, Villarreal offers kids an organic salad. Three days a week, elementary school students can substitute an entree-size salad for anything on the menu. Middle and high school students can make the substitution five days a week.

The 47-year-old nutrition director is also creating a schoolyard farmers' market with donated produce from Marin Organic that otherwise might go to waste because it's not "pretty enough" to sell. The students can take bags of it home for free, along with recipes and a note about where it came from.

"Of all my ideas, this is the one I'm most excited about," says Villarreal, whose parents were migrant farm workers and raised him in the fields. "This way, the kids can teach the parents."

## Translating health

In Santa Clara County, Maria Mosquera, a pediatric senior resident at Lucile Salter Packard Children's Hospital at Stanford, noticed that her patients were fat.

"Some were off the charts," she said.

So the 29-year-old doctor and her colleague, Heather Iezza, spent their summer in East Palo Alto conducting focus groups and classes on nutrition and exercise with Head Start parents. The mothers and fathers said they wanted to learn how to read food labels and understand portion sizes. They also wanted to make their traditional recipes more nutritious.

"Food is a huge part of my culture," said Mosquera, whose mother is Panamanian and father is Colombian. "It's how we celebrate parties. It's how we tell people we love them. I would hate to see that taken away. So we have to figure out how to make it healthy."

These days, Mosquera spends a lot of time talking about the virtues of water and fruit. She explains that if a child has a bag of potato chips, a soft drink and a candy bar, that pretty much exhausts the recommended calories for the day. She's showing parents that calories and fat grams on labels are per serving and not for the whole package.

"It's confusing to a lot of people," she said. "Especially if they can't read English."

Mosquera translates labels into Spanish to show parents how to evaluate the food. She's taught them to bake their tortilla chips instead of frying them and has created a fruit salsa that can be eaten as a dessert.

"Our goal is not only to keep children from gaining weight, but to help the whole family learn about eating right," she said.

## Mom with an agenda

Three years ago, Nora Cody became preoccupied with trans fat and its links to childhood obesity.

"I read every book I could get my hands on," said the 45-year-old mother of two and former director of a health nonprofit. "Then I sat my children down and explained to them that we were going to start eating differently. I taught them to read food labels, gave them guidelines and then turned them loose in the supermarket to make smart choices."

But protecting her own kids' health wasn't enough. When her son, Patrick, was in the fifth grade, she led his class at Oakland's Chabot Elementary in a discussion about nutrition.

Cody devised games the students could play and conducted experiments in which she'd have kids demonstrate how much sugar was in a can of soda and rub foods on brown paper bags to show how much grease they left behind. Before long, other teachers were begging her to teach their classes.

Soon she was instructing groups of 50 kids. And it didn't stop there. She taught park and recreation department employees from San Leandro and Emeryville how to lead similar classes for their camp programs. In January 2005, Cody was hired by the Oakland Unified School District to coordinate its wellness program.

She's spent much of this summer preparing for the implementation of the district's new policy to comply with a 2004 federal law. The legislation requires that all schools educate students about nutrition as well as provide healthful foods and opportunities for exercise.

"I see this as a real opportunity to push the health agenda," she said.

#### Breakfast crusader

Dana Woldow, a 54-year-old mother of three, knows the importance of a nutritious breakfast and also knows that many kids in the San Francisco Unified School District aren't getting one.

Two years ago, she proposed that Balboa High School start a **Grab-and-Go** breakfast program, which allows students to eat their morning meal during their first-period class. The breakfast would also be available to students receiving free or reduced-price lunches, which Woldow said is 61 percent of the student body at Balboa.

"I had read about **Grab-and-Go** and its success in other districts," she said. "I knew that it would be appropriate for our schools."

The staff at Balboa welcomed the idea, and by last school year, a pilot program was started.

"It turned out so well that we have received grants for more," said Woldow, co-chair of the district's Student Nutrition and Physical Activity Council. She said that in addition to Balboa, three other schools will get breakfast programs.

Woldow is also trying to implement a system in which students can just slide a card through a machine, which could be set up anywhere, for their food.

"It will get the food to so many more children, because you don't have to set up only in the cafeteria," she said. "It will save the school money by avoiding cash handling, and it's an instant-auditing device. But, most of all, it will eliminate the stigma of everyone seeing your free-lunch card."

#### Movement on the rise

These four activists are getting support from a growing movement across the nation. But California in general, and the Bay Area in particular, have been leading the way.

In 2003, California was the first state in the nation to ban soda sales in elementary and middle schools. Three years from now, a state law will go into effect requiring high schools to get rid of them as well. By next summer, state law will require that vending machine snacks and cafeteria meals sold on California campuses during school hours have fewer calories and less fat.

Berkeley Unified wowed the nation with its Edible Schoolyard kitchen-garden, the hiring of health-food chef Ann Cooper, and its affiliation with the Chez Panisse Foundation's Alice Waters, the maharishi of the organic food movement.

At Lick-Wilmerding High School in San Francisco, school officials got rid of the cookies and muffins and replaced them with fruit and granola bars about two years ago.

Sasha Lekach, 18, who graduated from the school in the spring, said her school meals were more cuisine than cafeteria, and she appreciated the quality of the ingredients.

"The most amazing part about my school lunches," she said, "was the freshness of all the food."

#### GRAPHIC: PHOTO (4)

(1) Miguel Villarreal runs a program that brings farm-fresh foods to Marin County schools. / Craig Lee / The Chronicle, (2) Dr. Maria Mosquera spent her summer teaching East Palo Alto parents how to read food labels and worked with them on cooking their traditional Latino dishes with healthful ingredients. / Michael Macor / The Chronicle, (3) Dana

## Obesity war's latest battlefield: the school cafeteria School nutri

Woldow sits with her son, Max Schreiber, 17, a Balboa High School student. Woldow started the school's breakfast program. / Craig Lee / The Chronicle, (4) Nora Cody taught her children's Oakland elementary classmates about nutrition; the district hired her to do it for all the schools. / Craig Lee / The Chronicle

**LOAD-DATE:** August 28, 2006

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Copyright 2006 Business Wire, Inc.  
Business Wire

August 22, 2006 Tuesday 12:00 PM GMT

**DISTRIBUTION:** Business Editors; Food Writers**LENGTH:** 961 words**HEADLINE:** Dole Announces Results of Decadent-Indulgences and Snack-Preferences Survey; Dole Answers the Call for Delicious and Nutritious Snacks with New DOLE(R) Fruit Parfaits**DATELINE:** WESTLAKE VILLAGE, Calif. Aug. 22, 2006**BODY:**

Results from a recent "Snack Survey"(a) on decadent indulgences and snack preferences among women in the U.S. were announced today and found that snacking occurs once or twice daily for more than 60 percent of women in the U.S. The survey was commissioned by Dole and polled 1,000 women ages 18 and older. Furthermore, the survey revealed that eating a decadent snack -- defined as a sweet treat -- outscores a trip to the spa, manicures and exercising as a top-favorite indulgence.

Although women report feeling happy when indulging, approximately 35 percent of respondents admit to sometimes feeling guilty about indulging in snacks, so the battle between snacking on something that tastes good and something that is nutritious continues.

**Taste Cravings Lead to Snacking**

The survey shows that a taste craving is the leading reason respondents give for indulging in a snack, followed by hunger satisfaction between meals and stress relief. Additionally, the survey shows that in choosing an indulgent snack, sweet beats salty as a factor. Despite women reporting an increased awareness of the importance of better nutrition, when it comes to indulgent snacks, taste most often wins over guilt and nutrition, with candy or pastries topping respondents' list of favorite snacks.

**Women Keep Indulgent Snacks for Themselves**

When women were asked about their snacking habits versus what they give their family to snack on, the survey shows they keep the "indulgent" snacks for themselves. Sixty-four percent of respondents say they usually reach for candy when a snack-attack hits, but when it comes to snacks for their family, 21 percent go for the fruit.

**Fruit is the Number One Guilt-Free Snack**

Respondents identified fruit as the number one guilt-free snack, followed by vegetables and low-calorie snacks. Now, consumers don't have to trade taste for nutrition and guilt; with DOLE Fruit Parfaits, they can have it all. DOLE Fruit Parfaits are a combination of fruit layered over luscious creme and packed in a convenient, portion-controlled container -- perfect for sensible snacking.

"When it comes to snacks, it's important to consider nutritional, caloric and fat content, as well as serving size," said Dr. Nicholas D. Gillitt, research chemist, Dole Nutrition Institute. "DOLE Fruit Parfaits offer a more nutritious choice when it comes to guilt-free, decadent-tasting snacks with approximately 115 calories per serving, no trans fats and 25 percent of the RDA for Vitamin C."

**Other Notable Survey Findings**

Other interesting survey findings regarding U.S. women's snacking habits include the following:

## Dole Announces Results of Decadent-Indulgences and Snack-Preferences Sur

-- Eighty-five percent of respondents indicate that indulgences are important or very important.

-- Approximately 75 percent of respondents indicate they eat up to four times per day, including snacking, which happens once or twice daily for 60 percent of the women polled, and three or more times daily for 20 percent.

-- Nearly 40 percent of respondents keep their caloric intake for a snack to 200 calories or less, with 20 percent snacking on 200 calories or more. Surprisingly enough, the other 20 percent claim to not count calories at all.

-- Most women (52 percent) spent less than \$2 on their last snack.

-- Prime snacking time is mainly from lunch until the evening (equally on weekdays and weekends).

-- Home is the most popular snacking location, with school/work ranking second and driving/traveling/on-the-go ranking third.

#### About DOLE Fruit Parfaits

DOLE Fruit Parfaits combine fruit with creme to create a low-fat, low-calorie, sweet treat that serves as a convenient snack or delicious dessert. DOLE Fruit Parfaits make the perfect **grab-and-go** snack, offering natural, refreshing fruit layered with creme and packed in a portable, convenient container that requires no refrigeration.

Available at major food, drug and mass retail outlets, as well as at club stores and super centers, DOLE Fruit Parfaits come in three tasty flavors: "Apples & Caramel Creme," "Peaches & Creme" and "Pineapple & Creme." Sold in packages of four servings, the average national suggested retail price for DOLE Fruit Parfaits is \$2.49 (prices may vary depending on geographic location and retail outlet).

DOLE Fruit Parfaits are an extension of Dole's popular DOLE Fruit Bowls(R) line, which are available in the following refreshing flavors:

- Cherry Mixed Fruit
- Diced Peaches
- Diced Pears
- Mandarin Oranges
- Mixed Fruit
- Pineapple
- Tropical Fruit

The DOLE Fruit Bowls line also includes Fruit in Gels, available in the following tasty flavors:

- Mandarin Oranges in Orange Gel
- Mixed Fruit in Black Cherry Gel
- Mixed Fruit in Peach Gel
- Peaches in Strawberry Gel
- Pears in Reduced Sugar Kiwi-Berry Gel
- Pineapple in Lime Gel

DOLE Fruit Bowls won the 2006 Best Taste Award(b) in the "Fruit Cups and Fruit in Gel Cups" category from the American Culinary ChefsBest (ACC), an independent, chef-based organization dedicated to identifying the best food products for both consumer and professional kitchens.

#### About Dole Food Company, Inc.

Dole Food Company, Inc., with 2005 revenues of \$5.9 billion, is the world's largest producer and marketer of high-quality fresh fruit, fresh vegetables and fresh-cut flowers. Dole markets a growing line of packaged and frozen foods and is a produce industry leader in nutrition education and research.

Dole Announces Results of Decadent-Indulgences and Snack-Preferences Sur

(a) Snack Survey polled 1,000 U.S. women ages 18 and older, and was conducted in February/March 2006 by Insight Express, headquartered in Stamford, CT., as commissioned by Dole Packaged Foods.

(b) The ChefsBest(TM) Award for Best Taste is awarded to the brand rated highest overall among leading brands by independent professional chefs.

Digital images available.

**CONTACT:** GolinHarris Erin Barrier, 213-623-4200, ext. 707 ebarrier@golinharris.com

**URL:** <http://www.businesswire.com>

**LOAD-DATE:** August 23, 2006



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Copyright 2006 The Indianapolis Star  
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The Indianapolis Star (Indiana)

August 19, 2006 Saturday  
Correction Appended  
FINAL EDITION

**SECTION:** BUSINESS; Pg. 1

**LENGTH:** 253 words

**HEADLINE:** Just 1 Minute

**BYLINE:** Madhusmita Bora and Ted Evanoff

**BODY:**

Dining: Popular eatery opening Downtown location

After a good run of selling its popular chicken salad, croissant French toast and BLT Patachou sandwiches at three locations around town, Cafe Patachou is adding its offerings to Downtown Indianapolis.

Patachou on the Park opens Monday at the new Simon Property Group headquarters on the corner of Washington Street and Capitol Avenue. The cafe will seat 90 customers for breakfast and lunch and will have additional seating overlooking Capitol Commons Park.

The restaurant, the fourth location for owner Martha Hoover, will have a **grab-and-go** cooler stacked with salads and sandwiches for customers on the run. It also will offer free wireless Internet connection and a private space for meetings or parties.

-- Madhusmita Bora

The ticker

Dow Jones industrials

11,381.47 Up 46.51

Nasdaq

2,163.95 Up 6.34

S&P 500

1,302.30 Up 4.82

Bloomberg Indiana Index

540.82 Down 1.34

Honda plant: Help wanted . . . but not yet

Hankering for a job in Honda's Greensburg car plant? Well, just hold on.

Honda says it's not ready to hire yet.

Next month, the carmaker plans to form a human resources team. It will handle hiring and employee training for the auto assembly plant. Once that team is in place, Honda officials says they will explain what kind of skills they are looking for and where to apply for jobs.

Plant construction is set to begin this fall. The assembly line is to begin running in 2008 with 1,500 employees. Greensburg is on I-74 about an hour southeast of Indianapolis.

-- Ted Evanoff

**CORRECTION:**

The original published version of this story contained an error which has been corrected in the archive. See published correction 08/22/2006.

**LOAD-DATE:** August 23, 2006

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Palladium-Item (Richmond, Indiana)

August 17, 2006 Thursday

**SECTION:** REGION; Pg. 3a**LENGTH:** 756 words**HEADLINE:** New wellness plan, new food**BYLINE:** PAM THARP {dcdc} Comment on this story at palitem@richmond.gannett.com**BODY:**

## CORRESPONDENT

LIBERTY, Ind. -- Food service director Betty Huddleston has read a lot of labels lately, looking for foods that comply with the Union County-College Corner Joint School District's new wellness policy.

The old pizza had too much sodium; snack cakes too much fat and sugar.

Healthier foods will be on the serving line when Union County schools start on Monday.

"It was quite a job," Huddleston said. "Healthier foods are out there, but price and taste are issues. I think it's a good idea. We have some kids who will eat junk food all year long."

Tray lunches are governed by the federal school lunch program's requirements, so the new policy controls fat, sodium and portion sizes in a la carte items but it doesn't end there. Even fundraising bake sales must have healthy foods.

And students shouldn't expect candy rewards when they know all their spelling words. Those will be gone too.

"I'll miss the big cookies," said Union County Middle School Assistant Principal Mark Detweiler, who chaired the wellness committee. The move towards a healthier school environment is part of the reauthorization act of the school lunch program.

Lunch prices are up, with elementary lunches \$2 and middle and high schoolers paying \$2.25 for the tray lunch. Extra milk is now 50 cents a carton, but breakfast stays at \$1 and at the middle school it will be easier than ever to eat.

"We tried a 'grab and go' breakfast last year for the last two weeks of school at the middle school and we had a lot more kids take breakfast," Huddleston said. "We'll be doing the 'grab and go' on Mondays, Wednesdays and Fridays in the atrium, just after they get off the bus or come in the door. They can pick it up and take it to class with them."

More exercise is also part of the wellness plan and walking to school in Liberty will be safer for kids on the south side of U.S. 27 this fall.

The town filled a drainage ditch this summer on the west side of First Street and used asphalt millings to pave that area, widening the street and giving students a place to walk outside of traffic lanes. Bus drivers asked for a walkway because students from Patriot Pointe Apartments were walking in the narrow street because there was no sidewalk.

First-graders at College Corner Union School and Liberty Elementary School who misbehave can't say they didn't hear the teacher. First-grade teachers will be equipped with sound amplification systems, at a cost of about \$1,000 per classroom.

## New wellness plan, new food Palladium-Item (Richmond, Indiana) August 17

East Central Special Services District recently did a study, amplifying two classrooms and leaving two unamplified. While it wasn't a scientific study, there were significant differences in achievement levels in the amplified classrooms, superintendent Mark Ransford said.

Liberty Elementary fifth-grade teacher Carol Reynolds wore an amplifier set last year because she had a hearing-impaired student.

"It was amazing the attention and retention difference," Reynolds said. "It profited the entire fifth grade and my voice fatigue was not as great."

Union County High School freshmen will have their first opportunity to take a hands-on pre-engineering program through "Project Lead the Way." Thirty students signed up for the program, so there will be two classes. Industrial technology teacher Richard Schieber will teach the freshman course and science teacher Glenn Cairns will teach the sophomore course. Students will then move to the Whitewater Technical Career Center in Connersville for junior and senior level courses.

Union County received a \$20,000 Career Pathway grant and a \$10,000 grant from the Thompson Education Fund to equip the computer lab, which has 15 stations, principal Connie Rosenberger said. The school is now eligible to seek a \$40,000 implementation grant for next year, she said.

{dcdc}Comment on this story at [palitem@richmond.gannett.com](mailto:palitem@richmond.gannett.com)

{dcdc}ABOUT THIS SERIES

Below is a list of the schools to be profiled in the What's New at Schools series and the date each will publish:

Today: Union County

Friday: National Trail

Saturday: Eaton

{dcdc}NEW STAFF

Liberty Elementary School: Peggy Lyness, kindergarten; Erin Hensley, art and physical education; and Sonnie Snow, speech and language pathologist.

Union County Middle School: Jessica Dobmeyer, special needs.

Union County High School: Rich Padgett, assistant principal; Pamela Rosenberger, director of guidance; Kristen Yance, guidance counselor; Mandi Hensley, art; Susan Schieber, Spanish, part-time; Todd Blessing and Jessica Dobmeyer, special needs.

Administration: Lynn Sheets, assistant superintendent.

**LOAD-DATE:** August 18, 2006

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Copyright 2006 The Commercial Appeal, Inc.  
The Commercial Appeal (Memphis, TN)August 5, 2006 Saturday  
Final Edition**SECTION:** DESOTO APPEAL; Pg. DSB1**LENGTH:** 531 words**HEADLINE:** A step ahead;  
Super Suppers a boon to the time-pressed**BYLINE:** Cathryn Stout / stout@desotoappeal.com**BODY:**

The sign on the wall at the Southaven Super Suppers reads, "Your answer to ... 'What's for Dinner?'"

But for Hernando resident Chris Smith, it was something more: a surprise night off from preparing dinner for his busy wife, Dana.

"My wife is in the real estate business and I'm in the medical field, so we don't have time to cook. If we did, it would be 10 o'clock before we ate," he said, armed with penne pasta with pepperoni, marmalade-glazed pork chops and an extra helping of pride.

Targeting busy suburban families like the Smiths, more than 120 Super Suppers have sprung up across the country since the

franchise opened in 2003. One of the newest stores is Southaven Super Suppers in the Snowden Grove shopping center on Getwell near Nail Road.

The store is open Monday through Friday from 10:30 a.m. to 6:30 p.m., Saturday from 10 a.m. to 2 p.m., and by appointment for parties and special sessions.

Owned by Rick and Cesarina Hawks of Olive Branch and Rick's sister and brother-in-law, Jean and Ron Russell of Arlington, the 1,800-square-foot store is a hybrid between a grocery store and a take out buffet.

Food at Super Suppers is clustered by recipes at six refrigerated prep stations. Customers assemble up to 12 uncooked meals from the rotating menu and freeze them at home until ready to cook and serve.

Each dish can be prepared to serve six or three people, with a meal for six costing about \$20 and a half-order costing \$10. There are also pre-assembled entrees in the **Grab n' Go** freezer for a little extra, but customer Nancy Shellenberger said since the shopping and chopping are done by the staff, putting the meals together is a snap.

When asked how long it took to assemble the citrus chicken with peachy pineapple sauce, she said, "If I hadn't been running my mouth, probably less than 10 minutes.

"It's addicting in here because you come in and say 'I want one of everything in here,'" Shellenberger added.

The menu is enticing and the beauty of Super Suppers is that it makes even an amateur cook feel like Emeril Lagasse.

One of the simplest dishes on the August menu is the penne pasta with pepperoni. It's a fusion of diced red peppers, green peppers, onions, olives and penne pasta, all doused in Italian dressing and herbs and then tossed with a hearty handful of pepperoni.

## A step ahead; Super Suppers a boon to the time-pressed The Commercial Ap

The dish is 310 calories per cup and, like all meals at Super Suppers, it has zero trans fat per serving. The nutritional information for each dish is available at the store's Web site, [ssobsouthavenms.com](http://ssobsouthavenms.com).

Co-owner Rick Hawks said that they will be adding side dishes, breads and desserts (chocolate pecan pie, anyone?) in the **Grab n' Go** soon.

Hawks also said they're looking forward to hosting theme nights with complimentary appetizers and margaritas, where groups of friends can laugh and unwind while assembling meals.

"The main thing you've got to acclimate everybody to is that it's a fun experience."

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What: Southaven Super Suppers, a sort of hybrid grocery store and take out restaurant

Where: Snowden Grove shopping center, Getwell near Nail

Hours: Monday through Friday, 10:30 a.m. to 6:30 p.m.; Saturday, 10 a.m. to 2 p.m.; by appointment for parties and special sessions.

**GRAPHIC:** Photos; Thomas Busler/The Commercial Appeal, Jan Edwards, left, of Olive Branch chooses her Super Suppers meal with a little help from Roechelle Holmes., Francis J. Miller gathers the makings of a home-cooked meal at Super Suppers with help from Roechelle Holmes, left, and Jean Russell .

**LOAD-DATE:** August 8, 2006

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Flexible Packaging

August 1, 2006

**SECTION:** Pg. 12(1) Vol. 8 No. 8 ISSN: 1535-1797**ACC-NO:** 152571163**LENGTH:** 731 words**HEADLINE:** Flexible insights: Stick-Pack shakes up product innovation and drives flexible packaging sales;  
**VIEW POINT****BYLINE:** Calamusa, Dennis**BODY:**

Have you noticed that there is a new "slender" pouch format beginning to make dramatic inroads in the North American market? That new package is the exciting Stick-Pack format which is being adopted by both small and large Consumer Product Companies (CPCs) as one more packaging innovation tool to provide convenience and better position new value-added product introductions.

While companies continue to contemplate value-added line extensions as a way to appeal to a multitude of new and changing demographics, they are finding that unique packaging can be creatively utilized to target a specific user and reinvent or re-position a mature brand.

Some products in "sticks" include sweeteners, instant teas and beverages, baby formula, vitamin and nutritional powders, and a multitude of other powdered products. Do not expect the innovation to stop there, as we will also see the expanded introductions in condiments, puddings, gels, pastes, and liquid beverage concentrates. Virtually any product that offers single-serve or portion-controlled serving is a candidate for the Stick-Pack format.

One of the most innovative Stick-Pack applications that is literally "shaking up" the beverage industry has been the introduction of single-serve powdered beverage concentrates. These products are being positioned as convenient "grab n' go" packs that can transform any bottle of water into many of your favorite flavored drinks. The perfectly measured product is simply added to any 16-20 oz. bottle of water and, like magic, you have a refreshing, convenient, custom-prepared beverage of your choice, anywhere, anytime.

[ILLUSTRATION OMITTED]

The slender profile of the package and its easy-open tear notch enable easy dispensing of the powder into the narrow neck of the bottle opening. These products are marketed to busy consumers who are infatuated with their water bottle, like everyone! This category is poised to explode as bottled water already represents one of the most popular beverage choices, second in popularity only to carbonated beverages. Now that you can customize your water, any time, any place, the sky's the limit!

Some of the products and brands that have been introduced to the market in Stick-Packs include Crystal Light[R], Kool-Aid[R] Singles, Countrytime[R] Lipton[R] Iced Tea to Go, Lipton[R] Green Tea to Go, Celestial Seasonings[R], Zingers to Go[TM], Cappuccino Coolers, Splenda[R] Flavor Blends, Enfamil[R], H2O Blast[TM] Dietary Supplement, and Disney[R] Nutri Stix Multivitamins.

## Flexible insights: Stick-Pack shakes up product innovation and drives fl

Most of these products are multi-packed in 5-, 10-, 16-, and 30-count cartons; perhaps a transparent standup pouch would show them off a little better on the shelf. Some of these products are marketed as individual Stick-Packs in airport, hotel and convenience stores wherethey capture premium price.

Stick-Packs are not so new: They have been mainly prominent in Japan, Europe, and around the world for years; however, we are finally seeing acceptance and increased application in the U.S. market. Innovative companies like T.H.E.M., the North American Marketer of SANKO, one of the world's leading producers of VFFS Stick Pack machinery, hasbeen focused on educating the market on the benefits of marketing inthe Stick-Pack package format for the past few years with good success. However, with any innovation, one must travel a long, difficult road to change the market. T.H.E.M. has recently been joined by other companies, including Duma, Hassia, and Mespac.

The technology is centered around a multi-lane VFFS platform with 4 to 20 lanes producing hundreds of Stick Packs per minute from a single roll of pre-printed rollstock. Material is slit into multiple lanes in registration, formed, filled and sealed. Packaging substrates include basic paper/poly and paper/poly/foil/poly, in addition to morecomplex barrier laminations. Fillers include volumetric cups, multi-head servo augers or pumping systems dependant on product handling characteristics.

As we mutually look for new and exciting ways to grow our businessand delight the consumer, the innovative Stick-Pack format and the machinery technology which supports it appear well positioned to efficiently create a multitude of opportunities for both the converter andthe packager.

Dennis Calamusa can be reached at: (941) 923-1181, [dfcflex@hotmail.com](mailto:dfcflex@hotmail.com), or visit [www.standup-pouch.com](http://www.standup-pouch.com).

BY DENNIS CALAMUSA, CONTRIBUTING EDITOR

**LOAD-DATE:** October 11, 2006



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Advertising Age

July 31, 2006

**SECTION:** NEWS; Pg. 3**LENGTH:** 570 words

**HEADLINE:** Rise and shine: Wendy's wakes up to breakfast;  
Fast feeder finally follows crowd, hoping morning menu means big bucks

**BYLINE:** KATE MACARTHUR**BODY:**

McDonald's rings up 25% of its sales and half of its profits at breakfast; Subway Restaurants draws 5% of sales during the daypart without a national menu; and Burger King gets 15% of sales from the morning meal. Industrywide, breakfast traffic is up a brisk 4%.

So why, then, is Wendy's only reluctantly waking up to a market test of breakfast that its management and analysts predicts could reap \$160,000, or 11% more of sales per store annually within three years?

One answer lies in the spectacular failure Wendy's suffered two decades ago after an exhaustive five-year test, followed by a \$10 million glitzy ad push to launch a menu for the eggs-and-coffee crowd. TV spots crooned "Only Wendy's has breakfast like we do" to the 1950s Platters' classic "Only You."

Back then, Wendy's biggest-ever launch effort touted a quality-positioned menu including made-to-order omelets and pancakes served on platters. But it was the wrong proposition for the daypart, as the culture was increasingly becoming **grab-and-go**. In February 1986, Wendy's was getting only 8% of sales from breakfast, compared to 11% for Burger King and 18% for McDonald's. By March that year, Wendy's made breakfast optional for its then 3,300 restaurants. Management blamed operational complexity, the softness of the restaurant industry and competitors using assembly-line items put under heat lamps.

a pricey meal

It's understandable, then, why franchisees have been reticent to jump back in. Some franchisees have expressed concern over equipment costs (a coffee machine alone is estimated to cost \$7,000) and other costs, and they fear cannibalizing other dayparts. Others have questioned the operational challenges amid Wendy's most aggressive new-product campaign in years.

Nor does breakfast come cheap. The month McDonald's launched McGriddles, it spent \$69 million in measured media—with more than \$30 million of that estimated to have gone into promoting the product. Burger King, which relied mainly on PR to flog its Enormous Omelet in March 2005, still laid out some \$21 million in media that month.

So Wendy's is going ahead, cautiously. It's been testing the effects of morning menus since April on operations at three units in Raleigh, N.C., and in a store near its Dublin, Ohio, headquarters. Now, the No. 3 burger chain plans to be up and running in Kansas City by Labor Day.

"We are gearing up for a full-market test," a Wendy's spokesman said. Once the food and equipment are in place, the chain will begin in-store merchandising, later adding TV and radio support via Interpublic Group of Cos.' McCann Erickson, New York. He said the menu would feature some different items than those in the earlier tests, but he wouldn't identify what changes would be made.

KEL 000241

## Rise and shine: Wendy's wakes up to breakfast; Fast feeder finally

This time, Wendy's breakfast is portable. Menu items in the Dublin and Raleigh tests included breakfast sandwiches on pan breads, rolls and biscuits ranging from \$1.99 to \$2.49.

At least one rival is watching closely. One legend holds that when Wendy's launched its Dublin test, a parade of Town Cars pulled up and out piled a crew of McDonald's executives. Without attempting to conceal their identity, they ordered multiple menu items and took notes in notebooks branded with the Golden Arches. (A McDonald's spokesman could not confirm or deny the report.)

"It was so blatant," said an executive relaying the story. "When McDonald's people play, they play with rocks."

**GRAPHIC:** Art Caption: Making money in the morning: Most important meal of the day?

**LOAD-DATE:** August 2, 2006

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Copyright 2006 Madison Newspapers, Inc.  
The Capital Times (Madison, Wisconsin)

July 28, 2006 Friday  
ALL EDITION

**SECTION:** METRO; Pg. B2

**LENGTH:** 506 words

**HEADLINE:** FOOD OPTIONS AT AIRPORT FEW AT NIGHT

**BYLINE:** By Bill Novak The Capital Times

**BODY:**

Passengers coming into the Dane County Regional Airport at night may find it difficult to grab a bite to eat or get something to drink.

That's because the six new restaurants on the arrival-departure concourse shut down when the last flight of the day leaves but before the final ones arrive.

The shutdown can be frustrating to hungry passengers, flight crews or ground crews working the late shift. But airport spokeswoman Sharyn Wisniewski said the nightly shutdown of restaurants is a common practice at airports, and has more to do with economics than convenience.

A ground-level restaurant between the baggage carousels and the main entrance is required to stay open at least 15 to 30 minutes after the last flight of the night arrives.

People waiting for arriving passengers can't go upstairs to the concourse restaurants anyway because tight security regulations implemented after 9/11 don't allow people without airline tickets to get past the security checkpoints.

The restaurant situation at the airport was criticized by Madison resident Nicole Bonura, who wrote a letter to The Capital Times complaining about the lack of food and drink availability after 7 p.m.

"Because the restaurants are closed at this time it's a great disappointment to passengers and flight crews, most of whom are hungry from being on a plane all day or just want to grab a bite to eat for their ride home," Bonura wrote.

The airport terminal underwent a \$65 million facelift and expansion over the last three years, with 10 new restaurants and shops opened on the upper level, as well as new ticketing, baggage areas, security checkpoints, concessions and an art gallery on the first floor.

The new restaurants on the concourse include Ben & Jerry's Ice Cream, the Great Dane Pub, Pizzeria Uno, Quizno's Subs, the Wurst Bar and Ancora Coffee Roasters and Cafe.

"If the restaurants stayed open until 10 at night to accommodate the employees, pilots, crew members and passengers, this would not only benefit the people but it would increase sales and business," Bonura wrote.

Not really, said Airport Commission member Dennis O'Loughlin, who notes there is a captive audience waiting for departures, but business from incoming flights is less certain as passengers leave the airport.

"They close down around 7 or 7:30, but one restaurant, the Great Dane Pub, stays open until 8:30 on the nights we have late Las Vegas flights going out," O'Loughlin said. "With no more departures, it's not reasonable for those restaurants on the second level to stay open because nobody can get upstairs after the security checkpoints shut down."

Cafe Ritazza, the restaurant in the public area on the first floor, stays open until the last flights arrives.

FOOD OPTIONS AT AIRPORT FEW AT NIGHT The Capital Times (Madison, Wiscons

"We also require at least one restaurant to be open before the first flights take off in the morning," Wisniewski said.

She noted that Lake Country Travel, the newsstand and gift shop on the first floor, also has some "grab and go" food and drink, and it stays open until the last flights arrive.

E-mail: [bnovak@madison.com](mailto:bnovak@madison.com)

**GRAPHIC: FILE PHOTO** The Great Dane Pub is one of six restaurants on the gate level of the Dane County Regional Airport.

**LOAD-DATE:** July 29, 2006

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Copyright 2006 The New Mexican  
The Santa Fe New Mexican (New Mexico)

July 19, 2006 Wednesday

**SECTION:** TASTE; Pg. D-1**LENGTH:** 826 words**HEADLINE:** THE PROVIDERS MARKS SEVEN YEARS OF **GRAB-AND-GO** CUISINE**BYLINE:** ANYA SEBASTIAN, PHOTO BY JANE PHILLIPS**BODY:**

Owner Mark Friedman's love of Thai food turns into a career move

Providers: Recently added sandwiches to repertoire

When Mark Friedman enrolled in a Thai cooking class in California nearly 20 years ago, he had no idea it would be a life-changing experience.

"I just love Thai food," he says. "I had absolutely no intention of taking it any further than that."

But fate intervened, and Friedman's Santa Fe-based company, The Providers, is now celebrating its seventh year as a **grab-and-go** Asian food-specialty business.

Soon after taking the class, Friedman came to visit friends in Santa Fe. When Friedman asked what they would like him to bring from California, his friends replied, "Thai food!"

He used his newly acquired skills to come up with a meal for 12 people. "It practically killed me," he recalls. "I'd never cooked for so many people before, and I swore I'd never do it again. But everyone there was quite blown away. They told me, 'This food is amazing. You should move to Santa Fe and do this for a living.'"

The idea did not appeal to Friedman in the least. A musician by inclination, he had always made a point of seeking out jobs that left him time to pursue his passion for writing and performing music.

"I certainly didn't want to be in the food business," he says.

But Friedman didn't want to live in the Bay Area any longer, either. So in 1991, he made the move to Santa Fe. He found a teacher at the College of Santa Fe and worked with him to set up a new music department at the college.

"It was a great experience," Friedman says, "but after creating this whole new administration, I realized I didn't want to be part of it, so I decided to move on."

His musical ambitions fell apart, but his love of Thai food persisted. Friedman would often host private dinner parties for friends and acquaintances at his home. One day a friend asked Friedman if he would do the catering for his wedding party -- a small gathering of about 20 people.

"It ended up being about 75," Friedman recalls. "I'd never cooked for more than 12 people before, so it was quite a challenge. Fortunately, I had someone to help me with the chopping and general prep work in the kitchen and, for the first time, I found myself thinking, 'Hey, this isn't so bad after all.'"

It took another year -- and another friend calling with a wedding-party-catering request -- before Friedman started thinking seriously about going into the food business.

## THE PROVIDERS MARKS SEVEN YEARS OF GRAB-AND-GO CUISINE The Santa Fe New

"I had no idea how to start a catering company," he says, "but a friend of the groom, who happened to be in the food business, turned up to help and offered to teach me what I needed to know. He was working on 'grab-and-go' meals at the time, and we ended up taking a kitchen together. Once the business got going, the plan was to introduce a Thai dish into the mix."

That dish was pad Thai, and it was an immediate success. So when Friedman and his partner had a falling out, Friedman decided to go it alone.

"I realized I had a viable product," he says, "and once I found a place, it felt good to be an independent operator. I was doing it all myself to begin with, working 15 to 16 hours a day and even through the night.

"As for the name, my first band in New York was called The Providers. The guys didn't like it too much, and we ended up changing it, but I thought it was perfect for a food company."

Too busy for free time

The Providers now has a team of five employees and produces a range of dishes, from ready-to-eat Thai meals to salads and breakfast burritos.

The Providers' ready-to-eat foods can be found at Kaune Foodtown, Vitamin Cottage, Wild Oats, St. Vincent Regional Medical Center gift shop and Ten Thousand Waves, among other area outlets.

Most recently, Friedman has added fresh molé to his product list. It's made by Dona Cheva, a grandmother from Vera Cruz, Mexico, who joined his kitchen staff about eight months ago.

"I'd been thinking about doing mole for a while," Friedman says. "It's one of my favorite foods. So when people kept telling me about Dona Cheva's great molé, I asked her to bring in a sample, which was just fantastic. It's good for about a month, and you can even freeze it without any difference to the taste."

Dona Cheva's fresh molé is available at The Spanish Table, El Paisano, Kaune Foodtown and La Montañita Co-op.

Also, in response to requests from his retailers, Friedman has added a selection of sandwiches under a separate label -- A Bun Dance. Choices include Bombay curry chicken, classic Italian with salami, ham and cheese and spiced turkey breast with garlic aioli.

Needless to say, Friedman's idea of acquiring a lifestyle with lots of free time didn't work out exactly as planned.

"It's definitely better now that I have a good team of people to work with," he says, "but this has definitely become my life."

Friedman has no plans for further expansion anytime soon. "Who knows where this is going?" he says with a shrug. "I had no idea I was going to end up here to begin with!"

**GRAPHIC:** 1. Chocolate, cinnamon, fresh tomatoes and chiles are just some of the ingredients that provide the zing for The Providers' newest product, mole. The business, celebrating its seventh year, sells sandwiches and Thai specialties to local markets.

2. Mark Friedman, left, owner of The Providers, takes a break with his staff, including, from left, Gene Tauer, Jazmin Esquivel, Dona Cheva and Balmore Deras.

**LOAD-DATE:** July 25, 2006

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Duluth News-Tribune (Minnesota)

July 12, 2006 Wednesday

**SECTION: FOOD****LENGTH:** 421 words**HEADLINE:** Healthful and popular, yogurt traces its roots to nomadic tribes**BYLINE:** JILL WENDHOLT SILVA, KANSAS CITY STAR**BODY:**

In today's typical supermarket dairy case, yogurt is ubiquitous.

Just one company produces 6 million cups of yogurt a day in almost 100 flavors, styles and sizes, including spoonless versions such as **grab-and-go** tubes and drinkable, energy-boosting formulations. But yogurt's popularity and health-conscious aura is relatively recent.

The nomadic tribes of Turkey discovered the joys of tart, fermented milk, and many ancient cultures throughout the Balkans, the Middle East and India have incorporated yogurt in their culinary traditions. Because of its naturally tart flavor, yogurt was a harder sell in the United States.

Although Turkish and Armenian immigrants are credited with bringing yogurt to these shores in the early 1900s, it wasn't until Danone (Americanized to Dannon) began to market fruit-sweetened yogurt in earnest in the 1970s that Americans began to develop a taste for it.

The Kansas City Star's Red, White and Blue Parfaits combine nonfat flavored yogurt with layers of nutrient-rich blueberries and strawberries. The use of fresh frozen blueberries whirled in a food processor lends the yogurt a mousse-like consistency that is perfect (and, coincidentally, the French translation for parfait).

Yogurt has been thought to promote good health since ancient times, and plenty of recent science supports that belief.

Yogurt with live active cultures is credited with helping to improve immune function by promoting the "good" bacteria in the digestive tract. It also contains protein, calcium, phosphorous, potassium and B vitamins, and it's easier to digest than milk, which is why it's considered a universal food good for everyone from toddlers to seniors.

**Red, White and Blue Parfaits**

1 cup nonfat blueberry yogurt 1 cup fresh blueberries, frozen (do not thaw to prepare this recipe) 1 cup nonfat vanilla-flavored yogurt 1 cup sliced strawberries Mint, for garnish

Place blueberry yogurt and frozen blueberries in food processor. Process quickly until smooth. Divide blueberry mixture into 4 small parfait or dessert glasses. Spoon 1/4 cup vanilla yogurt over blueberry mixture in each parfait glass. Layer strawberries over vanilla yogurt. Garnish. Serve immediately.

Yield: 4 servings.

Nutrition information per serving: 134 calories (3 percent from fat), trace total fat (trace saturated fat), 2 milligrams cholesterol, 28 grams carbohydrates, 6 grams protein, 80 milligrams sodium, 2 grams dietary fiber.

Healthful and popular, yogurt traces its roots to nomadic tribes Duluth

Recipe developed for the Kansas City Star by professional home economists Kathryn Moore and Roxanne Wyss.

**LOAD-DATE:** July 12, 2006



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Reno Gazette-Journal (Nevada)

July 6, 2006 Thursday Final Edition

**SECTION:** SPORTS; Pg. 1B**LENGTH:** 858 words**HEADLINE:** 'Affordable golf' the buzzwords at new Kiley Ranch;  
Nine-hole, par-3 course in Sparks set to open in early August**BYLINE:** Dan Hinxman, dhinxman@rgj.com**BODY:**

By Dan Hinxman

With the closure of Brookside Golf Course just three months away, the timing of the opening of the area's newest golf course could not have been better, area golf professionals said.

Pam Whalen, the executive director of the Northern Nevada Junior Golf Association, hailed The Links at Kiley Ranch, expected to open Aug. 1, as a style of course that the region desperately needed.

"I think it's just going to go over great," Whalen said. "Kiley Ranch is a great design. I rated it, and I was very impressed with what I saw."

Mike Mazzaferri, a longtime area golf pro who now runs The First Tee of Northern Nevada, was also impressed.

"They tried to make it so none of the holes look the same," Mazzaferri said, referring to co-designers Mark Miller and Patty Sheehan. "They all have their own character. I think it will be well received by the community. It'll be busy, I can guarantee you that."

Kiley Ranch, near the intersection of Sparks Boulevard and Pyramid Highway, is a nine-hole, par-27 course that weaves its way around a series of connected ponds in a new housing development.

Brookside, which is scheduled to close on Sept. 31 to make room for airport expansion, is a full-sized nine-hole course. The only other par-3 course in the Reno-Sparks area that is open to the public is Wildcreek's Executive Course.

Kiley Ranch's ownership is Kiley Ranch Partners LLC, a corporation controlled by Will Gustafson, who also is the owner of D'Andrea Golf Club. D'Andrea general manager Michael Jory will oversee Kiley Ranch, and David Collazo, who has been a teaching professional at D'Andrea, will be Kiley Ranch's head pro.

Jory and Collazo said there will be an introductory rate of \$12, \$10 for juniors and seniors, with successive nine-hole rates set at \$5. Jory added that for an undetermined time, players will likely only be able to make nine-hole reservations and then be placed on standby for successive rounds. The rates will remain in effect at least through 2006, Jory said.

It will no doubt be a welcomed course for golfers on a fixed income.

"This golf course is for everybody," Jory said. "You can bring the kids out. It should be about a maximum of two hours to play. We're excited because Brookside's going away, and a lot of those golfers will be displaced."

The course features three tee boxes with yardages ranging from 71 to 192. Also, holes are open and houses are well off the fairways.

"There's no forced carries," Collazo said. "You can roll it up."

KEL 000249

'Affordable golf' the buzzwords at new Kiley Ranch; Nine-hole,

Jory said he hopes to get about 50,000 rounds a year. Collazo expects the numbers to start racking up quickly.

"I think we're going to be packed," he said.

Another nice feature for a course that will cater to juniors and seniors is that the design is a circle. There are no parallel fairways, which eliminates the time-consuming issue of golfers playing out of neighboring fairways.

Jory said the 1,800-square foot clubhouse will feature a limited menu -- he called it a "grab and go" menu -- which will include soda, beer and wine.

The one thing Kiley Ranch won't be is home to The First Tee. In its original plans, Kiley Ranch was to include three practice holes and a driving range, which is a stipulation for a First Tee charter. The developers, Sparks Development LLC, instead chose to develop that land and added 91 homes, Jory said.

"Were we happy about it? No," Mazzaferri said. "It's a sad deal. It came down to economics."

Mazzaferri, though, is happy that Gustafson's group bought the course. The First Tee's current home is D'Andrea, and the program still plans to conduct events at Kiley Ranch, as it does at many area courses.

"Will Gustafson has been very gracious," Mazzaferri said. "He never says no to us."

Instead of a driving range, Kiley Ranch will have hitting nets. Jory said there are no plans to bring driving carts on board, except for a cart that can be used by handicapped players, but those plans may change in the future.

The only other issue Jory, Callazo and superintendent Steve Carlson hope to work out is the connected natural ponds. There is very little flow between them, which can lead to excess algae growth and become a mosquito haven. He said they're making progress by using a sulphur burner to minimize algae growth.

"We're trying to remedy the flow so we can control the algae," Jory said.

Once they get that conquered, it will add to what is already a welcomed addition to Reno's golf community.

"For a new golfer, it will be excellent to have a course like this," Whalen said. "For the junior golfer, it's an excellent way to introduce the game. It's not chock full of obstacles. To a new golfer, sometimes courses can be overwhelming."

"I give it an A-plus. I think the fun part is back in the game when you play Kiley Ranch."

The Links at Kiley Ranch

What: Nine-hole golf course

Where: 5800 Kiley Links Dr., Sparks

Stats: Par 27, 910-1,391 yards

Amenities: Clubhouse, practice nets, minimal food and beverage

Opening: Aug. 1

Rates: \$12/9 holes, \$10 for juniors and seniors; \$5 replay

Info: 626-7700

Note: Tee times for nine holes only

**LOAD-DATE:** July 14, 2006

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Crain's Chicago Business

November 28, 2005

**SECTION:** THE BUSINESS OF LIFE; Pg. 44**LENGTH:** 592 words**HEADLINE:** Trotter, Bayless tackle quick-lunch market;  
Frontera Fresco excels with impressive light fare**BYLINE:** ANNE MOORE**BODY:**

Two of Chicago's most celebrated chefs, Charlie Trotter and Rick Bayless, each recently opened fast-food style establishments downtown. We tried both and have this to report: Lunching in the Loop just got a whole lot better.

Trotter's To Go Express

200 W. Monroe St.

(312) 499-0640

Meals are **grab-and-go** packages, handy for eating at your desk. And like the Lincoln Park outpost, this Trotter's To Go is chic and sparkling clean. A nice addition: seating. Here you'll find a dozen curved brown stools along a window-front counter and some small tables. The space is quiet and airy.

Surprisingly, fare is wildly uneven. Best of the many sandwiches and salads we sampled is apricot curry chicken salad (\$4.95). Need a curry fix? This will do the trick. A terrific counterpoint to the curry is hummus (\$4), smooth and mild. French green lentil salad (\$3.95) has the proper bite of vinegar, softened with blobs of creamy goat cheese and brightened with bits of red and yellow tomato.

But spinach pasta (\$3.95), with peanuts, carrots and cilantro in a Thai sauce, is bland. Sandwiches (\$7.95) were soggy, regardless of when we bought them, in the evening and as early as 11 a.m. Fillings are pleasing-smoked salmon, barbecued pork or beef tenderloin-but lettuce and other vegetables were wilted. At that price, sandwiches should be bigger-and edible.

Desserts, too, were either fantastic or dreadful. Extra virgin olive oil cake, with pears and honey (\$3.95), is unusual and wonderfully moist. An oversized organic oatmeal cookie (\$2.25) is equally delightful. But chocolate pecan bread pudding in caramel sauce (\$5.25) was awful, and the underemployed recent college grad among us threw out his chocolate mousse cake (\$4.95), surprising even himself: "Have you ever seen me not finish a piece of chocolate cake?"

Frontera Fresco

Marshall Field's

111 N. State St., 7th floor

(312) 781-4483

There's nothing fast about this food stand, Mr. Bayless' first dining place away from Clark Street: It took 35 minutes from the time we joined the line, just before noon, until we set our trays with no-longer-hot soup onto a table. And when we left, just before 1 p.m., the line was even longer.

## Trotter, Bayless tackle quick-lunch market; Frontera Fresco excels with

The draw of the food isn't surprising. It's tremendous-both simple and complex-and inexpensive. What does raise an eyebrow is the wait once your food has been plated, and it's left to cool as customers pay the sole cashier by credit card. We visited another day after the lunch rush and had the same problem. The acoustics stink, too: Remember your college cafeteria? This vast space-home to six other food stands-has the same clatter of trays and plates and silverware.

But the food is so extraordinary that the wait and "atmosphere" are worth bearing. Don't miss the beverages; mango-lime and raspberry-prickly pear (\$1.95) are refreshing and colorful, served in tall clear glasses. Even tepid, the tortilla soup (\$3.50) ranks among the best soups I've had anywhere: Its rich broth holds chunks of avocado, chicken and thin strips of corn tortillas.

A grilled steak torta (\$6.95) is more like a panini, but its smoky chipotle sauce put it in another galaxy. Ditto the tamales (which stayed warm because of their corn-husk wrappers, \$2.75), stuffed with goat cheese or shredded pork; both were the highlights of our visits. A side salad (\$2) is a pleasing mix of greens: fresh, crunchy and not drowned in balsamic-vinegar dressing. Chunky guacamole and chips (\$1.50) is a rare treat in a food court.

Chocolate pecan pie bars (\$2.25), like a dense, fudgy brownie, are a sweet finish.

**GRAPHIC:** Art Credit: The choicest morsels at Frontera Fresco: tamales holding goat cheese or pork.

**LOAD-DATE:** December 2, 2005

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Copyright 2005 The Detroit News  
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The Detroit News (Michigan)

November 20, 2005 Sunday

**SECTION:** IDEAS; Pg. 26A

**LENGTH:** 224 words

**HEADLINE:** Restaurateurs dis kid rules;  
Metro eatery owners say such policies discriminate, and besides, parents keep their children in line.

**BYLINE:** Jane Rayburn

**BODY:**

Not in our neighborhoods.

An extensive survey of restaurants across the Metro Detroit area -- from high-end, special occasion restaurants to **grab-and-go** eateries -- found no policies in place that enforce a child's good behavior.

In fact, most inquiries were met with overwhelming derision or incredulity.

"Are you serious?" said Tony Michaels, chief executive officer of Warren-based Big Boy Restaurants International, which owns or franchises 250 Big Boy restaurants in Michigan and several other states across the country.

"We just expect parents to make sure their children are not yelling and screaming, and if they are, nine times out of 10, they'll take them out to the lobby. Rarely is it ever a problem."

Matt Prentice, president of the Matt Prentice Restaurant Group of Bingham Farms, which owns and operates a dozen moderate-priced to upscale restaurants across Metro Detroit, including Coach Insignia in the Renaissance Center and Northern Lakes Seafood Co. in Bloomfield Hills, was even more emphatic.

"Whoever came up with this (enforcing a child's good behavior) is an idiot. We want children in our restaurants. It's a wonderful way to build business. The young kids that used to come to my restaurants, I'm now catering their weddings.

"Eating out is a way of life. And frankly," Prentice, says, "it's discrimination, and it's terrible."

**LOAD-DATE:** September 2, 2006

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Copyright 2005 Seattle Post-Intelligencer  
THE SEATTLE POST-INTELLIGENCER

November 18, 2005 Friday

**SECTION:** BUSINESS; Pg. C1**LENGTH:** 869 words**HEADLINE:** PLENTY OF PREHOLIDAY CHEER AT STARBUCKS, NORDSTROM**BYLINE:** P-I STAFF AND NEWS SERVICES**BODY:**

Starbucks and Nordstrom both beat analysts' expectations for their quarterly earnings on Thursday.

Sales of lattes and lunches boosted Starbucks' fourth-quarter profit by 21 percent to \$123.7 million, or 16 cents a share, from \$102.6 million, or 12 cents per share, a year earlier. That beat analysts' expectations by a penny, though it was the Seattle-based company's smallest gain in two years.

At Nordstrom, sales of apparel such as Lucky Jeans to young women helped its third-quarter profit surge 38 percent to \$107.5 million, or 39 cents a share, from \$77.8 million, or 27 cents per share a year ago. Analysts expected earnings of 35 cents a share.

With profit rising for the 10th consecutive quarter, Nordstrom raised its profit forecasts for the year to \$1.90 to \$1.95 a share. Starbucks reaffirmed its 2006 earnings forecast of 63 cents to 65 cents a share, which it reduced on Nov. 9 from a previous range of 72 cents to 74 cents because it will expense stock options next year.

Total revenue during the quarter climbed 14.2 percent to \$1.66 billion, up from \$1.45 billion during the same quarter the year prior.

"The pumpkin drinks and the earlier rollout of the holiday drinks are driving sales," said Linda Bannister, a Des Peres, Mo.-based analyst with Edward Jones & Co.

The company added 156 international stores during the quarter in countries such as China, which is projected to become Starbucks' largest market after the United States. The company currently has 300 stores in China and Taiwan.

"We are stunned to see how Chinese customers are using Starbucks stores as an extension of their home or office," Chairman Howard Schultz said in a conference call with investors and analysts. "It's partly because the stores are bigger than their apartments and the commutes are very long. There is also a high level of awareness and the iconic nature of Western brands. We're being sucked into that in ways that are very positive."

Comparable-store sales jumped 8 percent on demand for custom espresso drinks such as pumpkin-spice lattes and new food items, including ham, egg and cheese breakfast sandwiches.

"Our **grab-and-go** foods are now in about 4,000 stores across North America, and we intend to increase that to 70 percent of company-owned stores," Chief Financial Officer Michael Casey said.

Casey said the company is looking to its international markets for ideas on future food offerings, taking inspiration from this summer's successful decision to introduce its green tea frappuccino in the United States because of its popularity in Taiwan.

Chief Executive Jim Donald added a total of 570 stores during the quarter.

KEL 000254

## PLENTY OF PREHOLIDAY CHEER AT STARBUCKS, NORDSTROM THE SEATTLE POST-INTE

"Everywhere you look there's a Starbucks going up, and it's not showing any signs of saturation," said Donald Gher, chief investment officer of Coldstream Capital Management in Bellevue, where he oversees \$900 million, including 359,000 Starbucks shares.

The company said that new store openings - it opened 1,672 stores in fiscal 2005, ahead of its goal of 1,500 - were a major factor in its revenue growth. Half of Starbucks' new openings in 2005 had drive-throughs, which make outlets more profitable than stores without them.

For the 52 weeks ended Oct. 2, Starbucks said net income soared 27 percent to \$494.5 million, or 61 cents a share, on a sales gain of 20 percent to \$6.37 billion. The fiscal fourth quarter had one week less than the year-earlier period.

The company plans to open 1,800 new locations in fiscal 2006, or roughly five stores each day.

Starbucks isn't the only retailer in town with an eye toward expansion.

Nordstrom President Blake Nordstrom, who has increased the retailer's credit line to \$500 million, likely will expand by buying stores being sold by Federated Department Stores Inc.

Federated, which completed its \$11 billion acquisition of May Department Stores Inc. on Aug. 30, is planning to sell or close 82 stores.

"They are absolutely going to take advantage of getting some of those stores," said Patricia Edwards, who helps manage 1 million Nordstrom shares at Wentworth, Hauser & Violich in Seattle. "There are some very good locations, where Nordstrom has been blocked out of the mall."

Still, Nordstrom has done well with its 187 stores in the United States and abroad, with total sales during the third quarter increasing 8.4 percent to \$1.67 billion.

"It's an absolute blowout quarter," said Edwards. "They have done a phenomenal job on merchandising. With the inventory systems they have put in place, they are selling them the most profitable way possible."

Nordstrom has been upgrading its inventory systems since 2000, most recently introducing a tool that helps it use markdowns more profitably. That helped it beat analysts' expectations by 4 cents during the quarter. Sales at stores open at least a year rose 5.9 percent in the quarter, compared with an 8.1 percent jump last year.

"Nordstrom is building good momentum heading into the holiday season," wrote Neely Tamminga, a Piper Jaffray Co. analyst in a report.

For the fourth quarter, the company forecast same-store sales growth of 1 percent to 3 percent and earnings of 60 cents to 65 cents a share. This report includes information from P-I staff, The Associated Press and Bloomberg News.

**NOTES: EARNINGS**

**GRAPHIC:** Photos, (1) (Color) DOUGLAS C. PIZAC/AP: A Starbucks store in Murray, Utah, advertises holiday specialty drinks. Starbucks' profit rose by 21 percent in the fourth quarter.; (2) DOUGLAS C. PIZAC/AP: Customers stroll in and out of the Murray, Utah, Nordstrom store Thursday. Total sales at Nordstrom, which has been upgrading its inventory systems since 2000, rose to \$1.67 billion in the third quarter.;

**LOAD-DATE:** November 19, 2005

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Copyright 2005 Chicago Tribune Company  
Chicago TribuneNovember 15, 2005 Tuesday  
RedEye Edition**SECTION:** Pg. 19**LENGTH:** 629 words**HEADLINE:** Grab and gobble;

Why spend hours slaving when you can take out gourmet Turkey Day eats?

**BYLINE:** By Rachel Klein. (RACHEL KLEIN IS A METROMIX SPECIAL CONTRIBUTOR).**BODY:**

So you invited your sweetie's parents over for Thanksgiving, and now they're bringing their in-laws, their cousins and their great-aunt Millie. All of a sudden, your cozy holiday dinner is a neighborhood block party. Whether it's traditionalists, vegetarians, gourmands or eccentrics you need to feed, here's where to go for tantalizing take-out.

The Goddess and Grocer

1646 N. Damen Ave. 773-342-3200

Traditional Thanksgiving offerings mingle with modern updates at this Bucktown deli and grocery. For the main course, choose from precooked, free-range turkey (\$5.50 per pound; want a whole turkey? They weigh in at 10 to 15 pounds); roasted whole salmon (\$9.50 per pound); or a baked whole ham with maple and brown sugar glaze (\$7.50 per pound). Side dishes abound, including roasted sweet potatoes with honey, brown sugar and spices; Brussels sprouts with bacon and shallots; and cranberry, pecan and brioche savory bread pudding (all \$7.50 per pound). Save room for pumpkin cheesecake (\$35 for a whole cake) or, for more discriminating tastes, a selection of American and European artisan cheeses served with dried fruits, nuts and relishes (\$30-\$55). Order by Monday.

Sage Restaurant

2465 N. Clark St. 773-348-7243

If time is an issue—or you'd simply rather watch football than spend the day in the kitchen—head to this Lincoln Park deli-meets-cafe for a traditional Thanksgiving meal that only requires a blast of heat from your oven. Start with the usual suspects: green beans almandine, fresh cranberry sauce, garlic whipped potatoes and gravy; then add a fresh, roasted, free-range turkey plus the signature sage and apple stuffing for a meal that should please traditionalists and gourmands alike (\$150 for four to six people for complete meal). Hurry! Orders must be in by Thursday.

Bin 36

339 N. Dearborn St. 312-755-9463

**Grab-and-go** takes on new meaning with Bin 36's Turkeys on the Run menu. For \$24 per person, you'll take home a seasoned turkey (uncooked but ready for the oven, with instructions); roast turkey consomme with chestnut tortellini; Bartlett pear, endive and blue cheese salad with hazelnut vinaigrette; sourdough, wild mushroom, apple and hazelnut stuffing; and more. Being the wine gurus they are, the spot offers a list of prematched wines to complement your meal, including a 2003 Fitz-Ritter Gewurztraminer for \$19.95. Order by noon Sunday.

Victory's Banner

2100 W. Roscoe Ave. 773-665-0227

KEL 000256



## Grab and gobble; Why spend hours slaving when you can take out gourmet T

Non-veggies always claim, "Thanksgiving is a great holiday for vegetarians because there are so many sides!" But come on; real veg heads deserve a main course of their own. Roscoe Village's veggie outpost aims to please everyone with a full Thanksgiving menu, complete with soy turkey dressed with fresh sage, rosemary and mushroom gravy; fig and walnut stuffing; orange-maple sweet potatoes; pumpkin-maple pecan pie; and more (\$27.95 per person for complete meal). Order by Monday. Or, if you'd rather escape the in-laws altogether, dine-in seatings are available at 2, 4 and 6 p.m.

**Maza**

2748 N. Lincoln Ave. 773-929-9600

If you're looking for something out of the ordinary this Thanksgiving, the folks at this Lincoln Park Lebanese spot can help you feed a lot of people without a lot of prep work. While they'll tailor a catering order to your wishes, the owners recommend an assortment of maza (Lebanese tapas) like hummus, baba gannouj, kibbee and braised eggplant. Main dishes include lamb stuffed with rice, pine nuts, toasted almonds and minced sirloin baked in red wine. You'll also find salmon curry couscous: a marinated salmon filet baked in white wine, shallots, curry and herbs, and served with couscous, dried apricots, raisins, fresh mango and fresh spinach. \$22 per person includes maza assortment, four main dishes and dessert. Order by Monday.

**NOTES:** metromix

DINING

**GRAPHIC:** PHOTO (color): THANK GODDESS

Fancy Wicker Park deli The Goddess and Grocer offers sides, free-range turkey and plenty of helpful hints. (CHARLES OSGOOD/TRIBUNE FILE PHOTO).

PHOTO (color): SAGE'S ADVICE?

Let someone else cook! The Lincoln Park cafe offers a to-go turkey menu including green beans almandine and more.

(RACHEL LECRONE/METROMIX

PHOTO).

PHOTOS 2

**LOAD-DATE:** November 16, 2005

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IAC (SM) PROMT (R)  
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The National Provisioner's Meat & Deli Retailer

November 1, 2005

**SECTION:** Pg. 54(1) Vol. 4 No. 8 ISSN: 1555-8339**ACC-NO:** 140054975**LENGTH:** 287 words

**HEADLINE:** Perdue introduces redesigned Deli Pick-Ups[R] featuring Pactiv Corp.zipper technology;  
new products;  
Brief Article

**BODY:**

Perdue Farms, Salisbury, Md., is introducing its redesigned line of Perdue Deli Pick-Ups[R], an assortment of pre-packaged, 8-ounce sliced deli meats. The processor teamed with Pactiv Corp., Lake Forest, Ill., to design a vacuum-sealed package utilizing the Hefty[R] Slide-Rite[R] zipper technology.

Deli Pick-Ups were created to offer convenient, high-quality deli meats to "**grab-and-go**" consumers. Perdue is positioning the zipper as a point of differentiation because it gives the product an upscale look and design.

Pactiv introduced the zipper in 1966 with its branded Hefty[R] product. To enhance food safety, the system includes a hermetic tamper-evident track inside the package that consumers must open before getting to the product. Packages also incorporate an easily removable scored header, which is designed to expose the slider for easy access.

The new packaging is being introduced in conjunction with the opening of Perdue's newly expanded Monterey, Tenn., processing facility. The expansion includes a 16,000-square-foot addition to the plant and conversion of 15,000-square-feet of existing space to support the company's focus on sliced, deli-style meats. The operation will have the capability to produce up to 35 million pounds of sliced meats per year.

In another initiative, Perdue is launching Deli Lites[TM], which it is promoting as a lighter alternative to traditional breaded-chicken products.

The light breading, which allows sauces to adhere to the chicken, is being positioned as an appealing signature product that retailers can use for specialty offerings, such as chicken sandwiches or Chicken Parmesan. The all-breast meat tenderloins are hand-trimmed for premium quality.

[ILLUSTRATION OMITTED]

**LOAD-DATE:** December 28, 2005

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Observer-Dispatch (Utica, New York)

October 31, 2005 Monday 1 Edition

**SECTION:** HEALTHY LIVING; Pg. 26A**LENGTH:** 668 words**HEADLINE:** Breakfast gives kids mental boost**BYLINE:** Amy Neff Roth**BODY:**

Breakfast gives kids mental boost

By AMY NEFF ROTH

&lt;i&gt;healthy living

Hey kids, want to get Mom and Dad off your back about your report card? Try eating breakfast.

Yep, that's right. Experts say something as simple as a full belly can help students do better in school. Throw some balanced nutrition into their bellies, and wow-wee!

"Obviously, there are advantages to (breakfast,)" said William LaRock, director of food service for the Utica City School District. "The district does recognize it ... (the school breakfast program) has contributed to a decrease in absenteeism, even tardiness. Pretty much from what I have gathered from most of our administration, they think there is a relationship between a child getting breakfast and being ready to sit there and learn something. It seems to help their concentration and their ability to learn."

The district serves breakfast to about 2,500 students a day, LaRock said.

Studies have linked breakfast to better academic performance, behavior, school attendance, general nutrition and weight control.

Children can't perform their best mentally or physically without adequate blood sugar, which is provided by breakfast, said Susan Cochran, a dietitian and coordinator for WIC in Oneida County. "They'll do better in school because they'll be better able to solve problems because they're not hungry. If they eat breakfast, they'll be more creative," she said.

And children who eat a good breakfast are less likely to overeat unhealthy, fattening foods later in the day, an important point in a country with a childhood obesity epidemic, Cochran said.

Sitting down to breakfast also can encourage family time and a lifetime of good nutritional habits, she said. And Mom and Dad should definitely eat with the kids. "They'll do much better on the job if they eat breakfast. They'll be more alert to drive, too," Cochran said.

So what should you eat for breakfast? Something would be the most fundamental rule, according to Cochran. Even chocolate doughnuts have their place as an occasional treat, Cochran said.

But to get the most bang for your breakfast, Cochran recommended a menu with a whole grain, a dairy product and fruit. That could mean a whole-wheat bagel and a glass of orange juice, cereal with strawberries and milk, whole-grain crackers with cheese and a banana or even a slice of vegetable pizza.

That kind of a breakfast will fill you up, keep you going all morning, contribute to overall good health, and prevent unhealthy snacking later, she said.

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#### TIPS FOR A HEALTHY BREAKFAST

- \* Ideally, breakfast should include a whole grain, a dairy product and fruit.
- \* Stock up on **grab-and-go** breakfasts, such as whole grain cereal bars and bananas, apples and other portable fruits.
- \* Go unconventional. Try a corn tortilla sprinkled with Monterey Jack and salsa or a whole-grain hot-dog bun with peanut butter, a banana and raisins.
- \* Breakfast doesn't have to be huge. A little bowl of cereal and some milk is OK.
- \* Get out the blender and whip up a smoothie with fruit, yogurt and milk.
- \* Give kids breakfast right before they leave for school, not when they first get up.
- \* Breakfast doesn't have to mean breakfast foods. Pizza, cold cuts and pasta can all go with breakfast.
- \* Join your kids for breakfast.

#### <b>Breakfast makeovers

Here are some suggestions from the American Dietetic Association for turning an OK breakfast into an A-OK breakfast:

\* Before: Cereal, milk

After: Whole-grain cereal, milk, fresh fruit on top

\* Before: Scrambled eggs, bacon

After: Scrambled eggs, bacon, whole-grain toast, calcium-fortified orange juice

\* Before: Chocolate doughnut, fruit drink

\* After: Cake-type doughnut dunked in low-fat chocolate milk, fresh fruit cup, hard-boiled egg

\* Before: Toaster waffles, sausage

After: Whole-grain toaster waffles topped with yogurt and sliced fruit

-Sources: Susan Cochran, Oneida County WIC; [www.mealsmatter.org](http://www.mealsmatter.org); American Dietetic Association

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**LOAD-DATE:** November 2, 2005

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Oshkosh Northwestern (Wisconsin)

October 18, 2005 Tuesday

LENGTH: 405 words

HEADLINE: Lunch is in the bag, 'Grab and go' new for Omro High School students

BYLINE: By Doug Zellmer, of The Northwestern

## BODY:

OMRO -- On-the-go students at Omro High School can now get a quick and easy lunch to go.

The "grab and go" is a new feature added this school year to the lunch program, said Rose Ann Boushele, food service director for the Omro School District.

The new lunch option has a variety of hot entrees depending on the day of the week, including cheeseburgers, popcorn chicken, soft shell tacos, fish sandwiches, chicken strips and pizza. There's also a salad or fruit and each "grab and go" includes a carton of milk and a box of fruit juice.

All it costs is \$2.

Senior Mike Reimer recently grabbed his first "grab and go" lunch. He took a bite of a min-corn dog and said it was "pretty good."

Reimer said he likes the convenience the lunch option offers.

"It's easier than making something at a friend's house over the noon hour," he said. "You just grab this and go."

Senior Jenny Marsh said one of her favorite entrees is the chicken patty sandwich. She also likes the convenience of the new food option.

"It's easy and fast and you have more time to hang out with friends before class," Marsh said.

Boushele said response to the "grab and go" lunch option was a bit slow at first, but participation has increased as students became familiar with the new lunch offering. Only two students participated when the "grab and go" started, but more than two dozen bought it last Thursday.

"I'm really excited about it. I think it's a benefit for students," Boushele said. "Students can get a nutritious meal and take it to wherever they want to go during lunch hour."

The "grab and go" items are placed in a lunch bag. The bags are a nominal cost to the lunch program -- about a penny each.

Students buy a "grab and go" lunch by purchasing it in advance with a Fox Card from the food service department. Boushele said students just hand them the card, take a bag and they're off. Cafeteria staff is aware of how many "grab and go" lunches to provide based on how many are sold each school day.

Boushele said she brought the idea for the "grab and go" back to Omro after seeing the program in operation at Lakeland High School in Woodruff, where she attended the Wisconsin Food Service Association chapter meeting last year.

"I brought the idea up with our high school principal, Bret Steffen, and he gave his approval for us to start it," Boushele said.

Doug Zellmer: (920) 426-6667 or @thenorthwestern.com">

KEL 000261

**LOAD-DATE:** October 20, 2005

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October 18, 2005 Tuesday 10:00 AM GMT

**LENGTH:** 822 words**HEADLINE:** The Original SoupMan Returns to NYC;  
Legendary Soup Man Al Yeganeh Opens Flagship Soup Restaurant On Manhattan's 42nd Street, November 2**DATELINE:** NEW YORK Oct. 18**BODY:**

NEW YORK, Oct. 18 /PRNewswire/ -- Soup Kitchen International, Inc. and The Original SoupMan(TM) today announced the much anticipated opening date of their new flagship Original SoupMan restaurant, which will be unveiled at a special grand opening celebration on Tuesday, November 2 at 8:00 a.m. The Original SoupMan features the Zagat-rated soups of legendary soup man, Al Yeganeh, who inspired the "Soup Episode" on Seinfeld. Soup lovers are expected to be lining up as early as 5:00 a.m. at 501 Fifth Avenue (at 42nd Street) to get a taste of Yeganeh's much-heralded lobster bisque and jambalaya, among others.

Hundreds of Yeganeh's fans have already signed up at <http://www.originalsoupman.com/> to become members of The Original SoupFan Club. New fan club members will receive free tickets to the grand opening event. Only 500 tickets will be distributed. One lucky "Soupie" will receive free "Soup for Life" at the new location. The first 100 SoupFans in line on the morning of November 2 will receive a free commemorative event T-shirt and entry into the "Soup for Life Sweepstakes."

"Al's soups have been part of the fabric and flavor of New York City for over 20 years. The opening of our flagship location in NYC represents another step in our plans to share the greatest soup with the entire world," said Soup Kitchen International Chairman and CEO John Bello. Mr. Bello founded the South Beach Beverage Co., makers of the SoBe line of nutritional beverages, which he sold to PepsiCo Inc. for \$370 million in 2001.

Among the company's investors is Baseball Hall of Fame legend, Reggie Jackson. Mr. Jackson, the Chairman of the Original SoupMan Charitable Foundation "Soup for Life," will be on hand at the grand opening ceremony to present City Harvest, the New York City food rescue organization, with a \$5,000 charitable donation.

This will be the launch of the SoupMan's charitable foundation, "Soup For Life," which will distribute funds to various charities throughout the U.S. and Canada whose mission it is to feed the hungry. Yeganeh has a long-standing tradition of feeding the homeless of New York City, and his new foundation will take that same spirit to other cities the company plans on locating new restaurants in.

Soup Kitchen International plans to open 1,000 Original SoupMan restaurants and kiosks worldwide in the next five to seven years. To date, the company has sold over 150 franchises throughout North America. Mr. Yeganeh founded his soup restaurant on 55th Street and Eighth Avenue in Manhattan in 1984 and has been ladling out his soups to a loyal following of devotees ever since. Soup Kitchen International has been concentrating on opening Original SoupMan soup stores across America. Each location will feature more than 45 varieties of Yeganeh's soups, which will rotate daily. Prices range from \$4.49 to \$6.49 for a cup and \$5.99 to \$7.99 for a bowl. Of course, Al's famous Lobster Bisque and Crab Bisque command a higher price as they are both loaded with mountainous chunks of 100% real North Atlantic Lobster and Alaskan Crab.

In addition, The Original SoupMan soups are now available in the refrigerated deli sections of select supermarkets throughout the Metro New York area. Five varieties of 15-ounce "Grab-n-Go" pouches including Turkey Chili, Garden

KEL 000263

**The Original SoupMan Returns to NYC; Legendary Soup Man Al Yeganeh Opens**

Vegetable, Jambalaya, Seafood Bisque, and Chicken Vegetable, provide a convenient way to enjoy the world's best soup anytime at home or the office.

**About The Original Soup Man**

Founded in 1984, legendary soup chef, Al Yeganeh, set the standard for delicious, world-class soups at his New York City restaurant, Soup Kitchen International. Now with the launch of his new franchise concept, The Original SoupMan, Al and his team will give the whole world the opportunity to experience soup as it was meant to be. For a complete press kit and more information, visit <http://www.originalsoupman.com/> . For franchise information, call (877)-SOUPMAN

**About City Harvest**

Founded in 1981, City Harvest is the world's oldest and New York City's only food rescue organization, dedicated to feeding New York City's hungry men, women and children. This year, City Harvest will collect over 19 million pounds of excess, nutritious food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers and farms. This food is then delivered free of charge to more than 800 community programs throughout New York City using their fleet of 15 trucks and volunteers on foot. Each week, City Harvest helps over 260,000 hungry New Yorkers find their next meal.

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Web site: <http://www.originalsoupman.com/>

**SOURCE** Soup Kitchen International, Inc.

**URL:** <http://www.prnewswire.com>

**NOTES:** NOTE TO EDITORS: To attend a special VIP soup tasting on Monday, November 1 at 6 p.m. and/or the grand opening on November 2 at 8:00 a.m., or to arrange an interview with Al Yeganeh or John Bello, contact John Rarrick or Belyne Vil at (845) 358-3920 x16 or [jrarrick@ciicnews.com](mailto:jrarrick@ciicnews.com)

**LOAD-DATE:** December 7, 2005



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Copyright 2005 Chicago Tribune Company  
Chicago TribuneSeptember 29, 2005 Thursday  
Chicago Final Edition**SECTION:** AT PLAY ; ZONE C; Pg. 7**LENGTH:** 641 words**HEADLINE:** Trotter's fitness fuel;  
4-star chef's cooking for time-crunched crunchers at Equinox**BYLINE:** By Phil Vettel, Tribune restaurant critic**BODY:**

If you're buying a sandwich for a quick Loop lunch, does it make any difference if the sandwich comes from a four-star chef?

That's the question for Trotter's To Go Express, a **grab-and-go** cafe that opens today inside the new Equinox Fitness club in the Loop at 200 W. Monroe St.

Trotter, of course, is Charlie Trotter, the indefatigable chef whose eponymous restaurant is known for innovation, constant re-invention (he never repeats a dish) and uncompromising quality.

How does this translate into a cafe that will primarily feature sandwiches and salads?

Trotter's To Go Express is designed, first and foremost, for Equinox members, many of whom presumably will be working out and eating within a 60-minute time frame. But the Express, which includes seating but no waiter service, is located on street level and open to the general public, putting Trotter and his food in direct competition with such chains as Corner Bakery, Cosi and Au Bon Pain--all located steps away from Trotter's new venture.

Lincoln Park denizens already have gotten a taste of Trotter's mass-market food if they've visited Trotter's To Go, the four-year-old Lincoln Park carryout store that offers wine, gourmet goodies and ready-to-eat appetizers, entrees and desserts. It has proved popular with the meal-replacement crowd. But in the Loop location, Trotter will be appealing to customers with even less spare time.

"The thinking is the Equinox members don't want to take the time for made-to-order," says Mark Signorio, director of operations for Trotter To Go and the Express. "So this will be as pre-assembled as possible--basically **grab and go**."

Except for a few composed salads and smoothies, there will be no on-site food preparation. Trotter's is experimenting with toasting some sandwiches, but for the most part, items will be prepared at Trotter's To Go in Lincoln Park and delivered to the Loop address.

And while Charlie Trotter's the restaurant has prices that match its best-of-the-best ambition, the Express will have prices that will scarcely arch an eyebrow.

Sandwiches, for instance, will be a very down-to-earth \$6.95. "We've looked around and seen what people are doing in this area," Signorio says. "It wouldn't behoove us to try to sell a \$12 sandwich."

And though Charlie Trotter's never serves, say, sea bass the same way twice, that will not be--really cannot be--the case with Trotter's Express.

## Trotter's fitness fuel; 4-star chef's cooking for time-crunche

"We're not dumbing down our food to be cost effective," Signorio says, "but it would be a mistake to assume that everyone in the Loop knows about Charlie Trotter and knows what we're about. So our offerings at first will include a lot of familiar faces. Once people experience us and we earn their trust, we can do more."

Signorio already has some sense of how well Trotter's products will sell in the Loop. The company has been quietly supplying sandwiches, salads and other products to the Gallery 37 Center for the Arts and the Chicago Cultural Center since last year. "It has been very successful," Signorio says. "The other day [Gallery 37] ordered 400 sandwiches."

The biggest challenge, Signorio says, will be creating food, from breakfast granola to a vegetarian salad, that meets the high-quality expectations of the Trotter brand--even though it may be purchased hours before it's consumed.

"At the restaurant, a plate can be decorated beautifully, and carried to the table by skilled professionals," Signorio says. "Here we put a cover on it, put it in a bag and sometimes hand it off to a delivery service who you know isn't going to have the same level of care."

But if it's limp or runny or smooshed, who gets the blame?

Signorio sighs. "It's the Curse of the Big C," he says. "Expectations are always high."

Trotter's To Go Express, 200 W. Monroe St., 312-499-0640. Open 6 a.m.-10 p.m. Mon.-Fri., 8 a.m.-2 p.m. Sat., closed Sun.

[pvettel@tribune.com](mailto:pvettel@tribune.com)

**NOTES: DINING: HEALTH CLUB CULTURE**

**GRAPHIC: PHOTO (color):** Trotter's To Go Express will have desserts--lemon meringue tarts included--for carb-loaders and sweet teeth. Tribune photo by Wes Pope.

**PHOTO:** At the new Trotter's To Go Express, chef Janet Kirker will be serving ab crunchers as well as the time-crunched. Tribune photo by Wes Pope.

**PHOTOS 2**

**LOAD-DATE:** September 29, 2005

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Copyright 2005 The Tribune Co. Publishes The Tampa Tribune  
Tampa Tribune (Florida)September 27, 2005 Tuesday  
FINAL EDITION**SECTION:** MONEYSENSE; Pg. 1**LENGTH:** 804 words**HEADLINE:** The Aroma Of Growth**BYLINE:** MICHAEL SASSO, msasso@tampatrib.com**BODY:**

Famed Alessi Bakery &amp; Deli Goes Market Style, Expanding Its Menu

By MICHAEL SASSO

msasso@tampatrib.com

TAMPA - Employing a bit of salesmanship, Phil Alessi Sr. has grand words for the changes going on at his Tampa institution, Alessi Bakery & Deli. He is, essentially, turning the bakery into a supermarket of prepared foods.

"There are going to be so many aromas in here we ought to charge people to come in here and smell," Alessi says.

Next month, Alessi Bakery & Deli will make one of its biggest shifts in its 93-year history. Alessi's renovations will move much of the cooking out front, instead of in the rear of his West Cypress Street bakery.

That's so people can see the cooking staff in action, much like a restaurant. Meanwhile, he is greatly expanding his selection of prepared foods, adding a brick pizza oven, a supermarket-style **grab- and-go** section and a station for lattes and iced coffee.

However, if the venture is to work, Alessi will need to find a way to control costs, warned Dennis Lombardi, a restaurant industry consultant for WD Partners of Columbus, Ohio. The market-style approach that Alessi is planning was a hot trend six years ago. Lombardi said customers loved the idea of picking up a wholesome meal at a market, but the problem for restaurateurs was the high cost of labor to make so many diverse dishes and the cost of food that goes to waste. Today, there is still a niche for such markets, but it no longer is seen as the next big thing, Lombardi said.

Alessi said he understands the potential pitfalls. And his own career hasn't been without failures. He lost several million dollars on the failed Alessi's Farmers Market on Gunn Highway in Carrollwood in the 1980s.

"I'm a risk-taker, but now I'm in a risk that I've done all my life," he said.

He also hasn't been afraid to ask for help. Alessi, 61, has been slowed physically by a mild stroke and heart bypass surgery three years ago, and he now walks in baby steps. He has delegated more oversight of the bakery to others, including new general manager Frank Barishman.

However, Alessi is not slowing the pace of his business, which will celebrate its 93rd anniversary beginning Oct. 7, with slashed prices on many items for that weekend.

The bakery has been offering hot deli foods since the mid-1990s but is now ramping up its prepared food operation. When finished, Alessi Bakery will look like a smaller version of eatZi's, which is a small chain of markets that sells prepared foods around the South. The eatZi's chain is operated by Phil Romano, developer of Romano's Macaroni Grill and other restaurant chains.

Among the changes to the West Cypress Street store:

\* Eight food "concepts." Throughout the store will be eight stations with different types of food and drinks. For example, there will be a new brick oven pizza station and a 6-foot display case for rotisserie chicken, pork butts, lamb chops and other cooked meats. In the past, Alessi has had only a small rotisserie case for chicken, which was about the size of a microwave oven. Other stations will include fresh salads, roasted nuts and specialty coffee. Alessi Bakery will still sell many baked goods.

\* **Grab and go.** Similar to a supermarket's chilled prepared food section, Alessi has placed long refrigerated cases in the middle of the store. There, Alessi will display prepared salads, wraps, fruit and casseroles.

\* Enclosed dining area. Currently, Alessi Bakery has a tented, outdoor dining area on the west side of the bakery. Alessi plans to enclose the area in glass and add air conditioning, he said.

All of the renovations should be completed for the Oct. 7 anniversary celebration except for the enclosed dining area, which may take another six months to complete. That means an investment of some \$800,000 so far, with additional money to be spent on the enclosed dining area, Alessi said.

With the new format, he hopes to increase the bakery's annual sales from \$2.5 million to between \$3 million and \$4 million.

And he believes it has a much better chance to succeed than the failed Alessi's Farmers Market in Carrollwood. In a supermarket-size store shoppers purchased everything from fresh-prepared ice cream to live crabs. For a time, the Farmers Market did phenomenally well and brought in \$10 million during one year, according to past Tribune articles.

However, over time a combination of a bad location, a dispute over the store's management and high labor costs caused its failure by 1990. Ultimately, he lost \$4.5 million, he said.

Today, Alessi said, he knows better how to control operating costs and how much to charge for items to turn a profit.

Reporter Michael Sasso can be reached at (813) 259-7865.

RELATED STORY, Page 2: Son plans own restaurant venture.

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#### GRAPHIC: PHOTO 4

Tribune photos by FRED FOX Shakia Anderson prepares a takeout order at the Alessi Bakery & Deli. Next month, the 93-year-old Tampa institution will expand its offerings of prepared foods and also will offer brick oven pizzas. Juan Carlos Barrio prepares Cuban sandwiches. Alessi's owner hopes the changes at the restaurant will boost annual sales to between \$3 million and \$4 million. Tribune photo by JASON BEHNKEN Along with an expanded line of prepared foods, Alessi's will move the cooking and baking operations out front in restaurant fashion and add a brick pizza oven, a supermarket-style **Grab and Go** section and a station for latte and iced coffee. Phil Alessi Has spent about \$800,000 on renovations and will spend more to add enclosed dining area

**LOAD-DATE:** October 3, 2005

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The News-Press (Fort Myers, Florida)

September 6, 2005 Tuesday Cape coral Edition

**SECTION:** THE CAPE; Pg. 4L

**LENGTH:** 471 words

**HEADLINE:** Charley victims give back kindness;  
Money collected; after Katrina hits

**BYLINE:** Pete Skiba, pskiba@news-press.com

**BODY:**

Money Collected after Katrina hits

By Pete Skiba

If there were FCAT scores for kindness and generosity, the children at Pine Island Elementary school would shoot off the scale.

After canvassing her blue-collar, low-income Pink Citrus trailer park neighborhood, fourth-grader Cindy Escobar, 10, brought in \$68 on the first day of the school's fundraiser for Hurricane Katrina's victims in Louisiana, Mississippi and other states.

No slouch, she brought in \$66 the next day.

The school plans to donate the money to the American Red Cross after a two-week drive, teacher Jennifer Rich said.

"Every one of these children remembered going through (Hurricane) Charley on the island," said Rich, 34. "Cindy's whole neighborhood was almost destroyed. Tiana Goodwin's house was the only stilt house in her neighborhood left."

Cindy, a little girl with a mile of heart, brought the contributions of her Bokeelia neighborhood to Rich. When Charley struck in August 2004, it destroyed 60 of the 165 trailers in her community, including her aunt's trailer.

"I just want to help the people who got hurt by the hurricane," Cindy said.

Cindy has that reputation in her area.

"She is known as the little helper," said employee Rosa Vergara, 23, at the **Grab and Go** convenience store on Stringfellow Road, south of Pink Citrus.

"She runs errands, asks people if they need help. She always walks around Pink Citrus selling candy bars for the school when they do that and she translates for the mostly Mexican people who live there," She said.

She is typical of the children at the school who rode out the wrath of Hurricane Charley and remember the experience.

Several members of Rich's class of 20 wrapped and decorated cans before class last week to hold the cash they would bring in during their drive. It was almost a contest to see who could do the most to help out.

The cans were placed in each classroom. As the children brought in cash, it would go in a can.

Second-grader Tiana, 7, brought in a 5-gallon, empty water bottle to hold the coins and bills collected in the smaller cans.

Charley victims give back kindness; Money collected; after Katrina hits T

"This is a good way to save. Just throw the money in here," Tiana said. "We'll put the money for other kids in it. They are hurt and need it."

The children thought of their counterparts in the afflicted states and knew they would need more than just the food, water and emergency supplies the Red Cross and other organizations would provide.

"I brought in my teddy bear to give," said first-grader Robert Thompson, 7. "It's for the kids."

Fourth-grader Shannon Graham, 9, started a stuffed animal collection for the children, Rich said.

Principal Chuck Vilardi said he was proud of the students. The children have raised money before. After the December tsunami hit Asia the students raised about \$800 for relief.

**LOAD-DATE:** September 9, 2005

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Monterey County Herald

September 2, 2005 Friday

**SECTION:** Z\_BUSINESS

**LENGTH:** 493 words

**HEADLINE:** Taylor buys deli salad provider

**BYLINE:** By DANIA AKKAD; Herald Salinas Bureau

**BODY:**

With an eye on expanding its presence in supermarket delis, Taylor Fresh Foods Inc. has acquired a majority interest in a leading salad and fresh-cut produce provider based in the state's Central Valley.

The deal gives the Salinas-based parent company of Taylor Farms access to Pacific Pre-Cut Produce's deli customers while the company, headquartered in Tracy, inherits Taylor's wide reach to food service clients, like hotels and restaurants.

"It's a really nice synergy and complement to one another," said Stephanie Smith, president of Pacific Pre-Cut, on Thursday. Smith declined to disclose the terms of the deal.

The roots of the deal go back more than a year ago when Pacific representatives contacted one of Taylor Farms' regional facilities to see if the company would package one of their product lines.

"They saw the opportunity," Smith said, "and liked what we were doing. They wanted to penetrate that market."

"Pacific has quietly grown with key retail customer partners to become the leading salad and fresh-cut fruit and vegetable provider to supermarket delis in the western United States," said Taylor Fresh Foods CEO and chairman Bruce Taylor in a statement.

The two young companies -- both formed in the early 1990s -- provide an array of fresh-cut products, but "there is no real customer overlap," Smith said.

The acquisition comes at a time of greater consolidation of produce industry customers who are demanding a greater variety of products from sellers who are likewise consolidating to be able to compete.

"What we're seeing," Smith said, "is the customers want integrated national programs. We are a stand-alone in Tracy, California. (Taylor has) production centers throughout the country."

In June, for example, Chiquita Brands International purchased Salinas-based Fresh Express for \$855 million, bringing together the Cincinnati-based banana king and fresh-cut fruit company with the fresh-cut salad giant.

"It's a capital intensive industry," Smith said, "and new technologies will continue to happen and it's costly... it would have been difficult for us to get to the next level without (Taylor Fresh Foods') infrastructure."

Taylor Fresh Food currently operates nine salad plants, including facilities in California, Colorado, Maryland, Texas, Florida and Tennessee, and two international locations that produce fresh-cut salads, fruit and vegetables. Pacific has two 150,000-square-foot facilities in Tracy.

Taylor buys deli salad provider Monterey County Herald September 2, 20

Pacific's deli products include sliced onions and tomatoes as well as salads that you would find "under the glass" at a supermarket deli, and "**grab and go**" type salads, Smith said. For now, those items will still be branded as Pacific products, but she said that may change in the future.

"We're just looking at really augmenting and adding to existing product lines," Smith said, "providing more to our customers."

Dania Akkad can be reached at 753-6752 or [dakkad@montereyherald.com](mailto:dakkad@montereyherald.com)

**LOAD-DATE:** September 2, 2005



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August 23, 2005 Tuesday 9:20 AM GMT

**LENGTH:** 643 words**HEADLINE:** New 'Grab & Go' Breakfast on the Menu at Schools This Fall**DATELINE:** WOODBURY, N.Y. Aug. 23**BODY:**

WOODBURY, N.Y., Aug. 23 /PRNewswire/ -- New supplies. New clothes. New backpacks. New breakfast! When kids head back to school this fall, many will be starting the day off right with a quick, nutritious breakfast -- at school. Before that first bell rings, ready-to-eat Breakfast Breaks(TM) will be served in school cafeterias, in classrooms, and even right off the school bus, which many schools hope will increase participation in the federally-funded national School Breakfast Program.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050823/CGTUFNS2> )

Responding to the need for more nutritious choices for school children, East Side Entrees is introducing its new "grab and go" Breakfast Breaks this fall in schools nationwide. Each boxed meal includes a cereal bowl pack, an additional bread/grain snack serving, and a serving of 100% fruit juice. Served with milk, it provides a complete, nutritious breakfast that meets the government requirements for key nutrients for children. Offered in seven different varieties, one menu, for example, includes General Mills Honey Nut Cheerios(R), animal crackers, and Mott's(R) Apple Juice.

"No preparation is necessary. The school foodservice staff gives each student a Breakfast Breaks package and a milk and they are good to go," explains Gary Davis, CEO of East Side Entrees. "Our goal is two-fold - to make it convenient for schools to serve breakfast and for kids to want to eat it."

Breakfast Breaks was introduced to school foodservice directors at the School Nutrition Association's annual conference this past summer. The response was overwhelmingly positive.

"We want to increase our school breakfast participation and Breakfast Breaks is going to be the way to do it," says Demetrious Giovas, foodservice director for Gadsden Independent School District, Anthony, New Mexico. Giovas should know, as he was named the national Foodservice Director of the Year by the School Nutrition Association. Giovas' district, which has 14,000 students, is known for being innovative in getting kids to participate in school meals programs.

"We have good participation in our breakfast program, but because of transportation issues such as long bus rides, some kids have only 10 minutes before class so they can't stand in line," explains Giovas. "We need to address this problem with a quick, ready-to-eat meal. I think we will increase our school breakfast participation by at least 20 percent by offering Breakfast Breaks."

To appeal to students, Breakfast Breaks are packaged in bright, colorful "grab and go" boxes and include "Play Bucks" that kids can collect and redeem for fun prizes like sports equipment, magazine subscriptions and even iPod(C) shuffles.

"We want to reward kids for eating breakfast and to make eating breakfast at school cool," explains Davis. "All kids can benefit from a good breakfast."

## New 'Grab &amp; Go' Breakfast on the Menu at Schools This Fall

Numerous studies have shown that children who eat breakfast do better in school. They have better test scores, display less behavior problems and are healthier kids in general. In terms of nutritional benefits, students who eat breakfast at school are getting 25 percent or more of the daily recommended levels of key nutrients that children need.

Nearly 30 million children participate in the National School Lunch Program each day, yet only nine million now start the day by eating a nutritious breakfast at school. Schools are looking for more ways to reach more children to bridge this gap.

To learn more about school breakfast or Breakfast Breaks, go to <http://www.breakfastbreaks.com/> .

East Side Entrees of Woodbury, New York, specializes in developing and marketing nutritious, student-friendly products to the school foodservice market.

CONTACT: Lisa Coe of Vista Communications, +1-847-526-2045,  
[CoeVista@aol.com](mailto:CoeVista@aol.com)

Web site: <http://www.breakfastbreaks.com/>

SOURCE East Side Entrees

URL: <http://www.prnewswire.com>

LOAD-DATE: August 24, 2005

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Des Moines Business Record

August 15, 2005

**SECTION:** Vol. 23, No. 33; Pg. 16; ISSN: 1068-6681

**ACC-NO:** 883072211

**LENGTH:** 146 words

**HEADLINE:** 2005 Best of Des Moines Business Record: Best Brown Bag Lunch: Palmer's Deli and Market

**BODY:**

Stop by any of the four Palmer's Deli and Market locations in Greater Des Moines over the lunch hour and, with the bustling crowds, it's easy to see why this restaurant was once again named the best brown bag lunch in Des Moines by Business Record readers.

Lunchtime diners are treated to a variety of sandwiches, breads, soups, salads and desserts, as well as some **grab-and-go** options for people in a time crunch.

The restaurant, owned by Gayle and Carol Palmer and their son, Joe, opened 17 years ago at 7509 Douglas Ave. in Urbandale. The Palmers have since expanded their operations to include restaurants in the Kaleidoscope at the Hub and on 50th Street in West Des Moines. Last fall, they opened a restaurant, their largest, on Ingersoll Avenue that offers an extended menu, including breakfast, as well as longer hours.

**RUNNERS-UP:** In the Bag; Jason's Deli

**LOAD-DATE:** September 7, 2005

1022 of 1805 DOCUMENTS

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Saint Paul Pioneer Press (Minnesota)

July 20, 2005 Wednesday

**SECTION:** LIFE; BRIEF; Pg. 1E**LENGTH:** 1023 words**HEADLINE:** grab 'n' go**BODY:**

Studies show time-starved grocery shoppers are changing their priorities.

BY CANDY SAGON

Washington Post

Linda Raymond of Chantilly, Va., has one goal when she goes to the supermarket: to get out as fast as she can.

"I am the world's fastest shopper," says Raymond, "because I hate grocery shopping. I hate the money you have to spend. I hate the long lines and the stupid cards you have to use everywhere to get a discount," she adds, as she loads her car with groceries outside a Giant supermarket.

The mother of an "always hungry" teenage son, Raymond shops three or four times a week. She also works full time and wishes supermarkets would do more to make shopping fast and convenient. Her suggestions: more express lines and more quick pickup items near the entrance.

"Why do I have to go all the way to the back of the store if all I need is milk?" she asks.

Raymond isn't the only one who'd like to see some changes at the grocery store.

Three University of Pennsylvania marketing experts say the supermarket industry has been slow to respond to consumer needs, in part because grocery chains have some outmoded ideas of how people really shop.

Peter Fader, Eric Bradlow and Jeffrey Larson, all of the Wharton School, analyzed data from special tracking devices attached to shopping carts at one West Coast supermarket. The data from 2004 showed, they say, shoppers move through a store in a very different way than many retailers realize.

Among their findings: Shoppers like to go in a counterclockwise direction; they don't weave up and down every aisle; in fact, they rarely go all the way

down any aisle; and to speed things up, they stick to the perimeter and avoid huge chunks of the store.

Fader, a professor of marketing, believes the grocery industry has spent too much time focusing on such things as loyalty programs (discount cards, for example) and not enough time on store layouts that meet shoppers' needs.

But a spokesman for the grocery industry says supermarkets do understand consumer-buying behavior. "We know consumers are time-starved," says Stephen Sibert, vice president for industry development and membership with the Grocery Manufacturers of America.

Sibert says supermarkets are trying new ways to help shoppers, including cooking demonstrations; grouping together products for special events, such as graduation parties; and improving store layouts.

TIME VS. MONEY

KEL 000276

A.

s it turns out, a convenient layout that makes it easy to shop is important to 93 percent of customers, according to the 2005 "U.S. Grocery Shopper Trends" report, released recently by the Food Marketing Institute, the industry's trade association.

Traditionally a phone survey of 500 shoppers, this year's report used the Internet to survey 2,001 shoppers. Conducted by Harris Poll Online, the survey showed while shoppers want bargains, they increasingly value speed and convenience when they choose a place to buy their food.

Those surveyed said they'd shop at their neighborhood supermarket more often if the stores had faster checkout, a quick-stop area for such things as bread and milk and a convenient spot where shoppers could pick up items for that night's dinner, such as pasta, salad and dessert.

Quick trips, in particular, are a growing trend among shoppers, who might not think about what to make for dinner until they're driving home at the end of the day. In fact, the traditional once-a-week trip to the market to stock up on groceries is fast becoming a relic.

In a new study of 2,400 shoppers by the food and consumer products giant Unilever, the classic stock-up trip accounted for only 10 percent of all grocery store visits. Nearly two-thirds (62 percent) were quick trips -- to grab a few emergency items or buy food for the next day or two.

This is significant for supermarkets that don't want to lose customers to convenience stores, where it's often easier to buy a few items and check out quickly.

Karen Brown, senior vice president of FMI, says grocery retailers realize shoppers "don't want to spend a large amount of time in the grocery store." She says a lot of experimentation has taken place in store layout over the past six years "as retailers try to figure out how to make the shopping experience more convenient."

Retailers "are trying to mix it up a bit," she says.

#### ONLINE EXAMPLE

Fader thinks they could do more. He believes supermarkets should follow the lead of online companies, which track every mouse click a shopper makes and use the information to design more user-friendly Web sites.

Online merchants "can see what people look at, what they choose and what they delete. Supermarkets have just been interested in what people buy. They need to look at the whole process," Fader says.

He acknowledges the Wharton study is based on only one supermarket and cannot be applied to all grocery stores, but he says it represents the type of research the industry should do.

The Wharton group used data supplied by Sorensen Associates, an Oregon-based retail research firm that provided the shopping-cart tracking devices.

President Herb Sorensen says his company has been using the devices for four years, helping clients track how long their customers spend shopping, where they go in the store and how many items they buy.

For example, a large East Coast supermarket recently hired Sorensen's company to determine what proportion of its customers came to the store for the type of quick trip noted in the Unilever study.

"They were shocked to find out that two-thirds of their customers came in for just a few items. It made them realize that anything to speed the checkout process was important," he said.

Sorensen, who has 35 years' experience in retail research, says supermarkets need to change their approach.

"Supermarkets have been passive, acting like mini-warehouses, stocking items here and there and expecting the shoppers to find what they want.

"They need to be more active," he says. "They need to know what their shoppers might buy, offer it to them early (in their shopping trip) and speed them through the checkout."

**LOAD-DATE:** July 26, 2005



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Supermarket News

April 18, 2005

SECTION: Pg. 80 ; ISSN: 0039-5803

IAC-ACC-NO: 131809309

LENGTH: 697 words

HEADLINE: 7-ELEVEN FRESHENS UP SANDWICH OFFERING.

BYLINE: Enis, Matthew

**BODY:**

Byline: Matthew Enis

DALLAS -- Convenience store giant 7-Eleven is becoming a force to be reckoned with in the **grab-and-go** foods arena.

The company last month rolled out a new line of wraps under the company's "Big Eats" label. In keeping with the chain's recent efforts to emulate fast-casual dining trends with the commissary-prepared label, the initial line of three wraps, retailing for \$ 3.69 each, features a mix of bold flavors and upscale condiments, including a chicken with soy ginger spread, a turkey and Cappelletti club, and a chicken breast with Southwestern mustard, all in flavored tortilla wraps.

Similarly, for the Big Eats sandwich line, 7-Eleven's prepared food development team has created spreads such as tomato basil, roasted pepper, tomato feta, olive pesto, Southwest mayonnaise and jalapeno hollandaise.

"Our goal is to create a lighter meal substitute, given all of the heavier lunch options out there," said Kevin Gardner, director of marketing and communications for the 5,800-store chain. "The wraps are also portable and easy to eat," he added, noting that the packaging was specially developed to have the wraps stand upright in a car cup holder.

Over the last 10 years, c-store operators have looked increasingly to food service, fresh foods and **grab-and-go** foods as a way to draw customers, particularly women, into their stores. The focus represents a sea change for an industry that's historically relied on gasoline and cigarettes to generate traffic.

As a whole, c-stores have faced an uphill battle reversing widespread perceptions of high prices and low quality. Yet the tide has begun to turn for chains that have emulated the retail model of companies such as Wawa, Pa.-based Wawa Stores and Altoona, Pa.-based Sheetz, who are recognized leaders in the c-store food-service arena.

Many independent operators still face hurdles in terms of dealing with shrink and sourcing small, frequent orders. Nevertheless, chains have found that even a small fruit and salad department can help enhance the image of a food-service operation and attract more women shoppers inside the store.

"There's going to be some kind of fresh produce supplier that could suit a convenience store's needs anywhere they happen to be," said David Brewster, a partner with ISUS, a Dana Point, Calif.-based design and food-service consulting company for small format retail. "Many operators just don't have the imagination to attempt it."

Notably, Brewster said, many St. John, New Brunswick-based Irving Oil locations in New England now feature fresh fruit and in-store bakeries. To reduce shrink on items such as bananas, the bakeries make homemade banana bread throughout the day.

## 7-ELEVEN FRESHENS UP SANDWICH OFFERING. Supermarket News April 18, 2005

Louisville, Ky.-based Thornton Oil during the past two years has opened several 5,000-square-foot Quick Cafe and Market formats featuring upscale sandwiches, fresh baked bread and baguettes, fruit and dinner salads, and a limited selection of popular produce items including bananas, apples, oranges and tomatoes. The chain describes the concept as "a solution to those in-between trips to the supermarket."

Family Express, another independent based in Valparaiso, Ind., has been successful with its "Cravin's Market" concept, featuring sandwiches, fruits, vegetables, salads and a selection of floral items.

Through a growing network of combined distribution centers, 7-Eleven's U.S. operations have been working to make such items available to their corporate and franchised stores nationwide, by building a supply and ordering network similar to the one used by 7-Eleven's Japanese division. There, in small, mostly urban locations, fresh foods and **grab-and-go** foods account for the majority of sales.

For example, 7-Eleven's newest combined DC, opened in Seattle a few weeks ago, uses a fleet of 22 dual-temperature trucks to make daily deliveries of commissary-prepared sandwiches and salads, bakery items such as doughnuts, dairy products, fruit, fruit salads, fresh-squeezed juices and other fresh foods to stores in its Puget Sound region in suburban Seattle, and Portland, Ore.

Caption(s): New wrap packaging fits in cup holder.

**IAC-CREATE-DATE:** April 25, 2005

**LOAD-DATE:** April 26, 2005



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Chain Drug Review

September 27, 2004

**SECTION:** No. 16, Vol. 26; Pg. 46; ISSN: 0164-9914

**IAC-ACC-NO:** 122767552

**LENGTH:** 102 words

**HEADLINE:** Movie theaters get branded nacho product; Consumables News; Brief Article

**BODY:**

Frito-Lay Inc. and AMC Theatres have launched MovieNachos at AMC theaters. MovieNachos feature Tostitos tortilla chips and real cheese in customized "**grab and go**" packaging. The carton has a lid and separate compartments for the cheese and chips--both of which are proportioned and sealed to ensure freshness.

"AMC theatres are an ideal venue to extend the reach of the Tostitos brand," says Beth Struckell, vice president and general manager of PepsiCo Foodservice.

In support of the launch, millions of Tostitos bags will have a dollar-off coupon for MovieNachos redeemed only at AMC theaters.

**IAC-CREATE-DATE:** October 11, 2004

**LOAD-DATE:** October 12, 2004

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Copyright 2004 Plain Dealer Publishing Co.  
Plain Dealer (Cleveland)September 23, 2004 Thursday  
FINAL Edition; ALL Editions**SECTION:** METRO; Pg. B3**LENGTH:** 559 words**HEADLINE:** Clearview lunch program tastes success;  
Lorain County school one of 22 to earn award**BYLINE:** CARL MATZELLE, PLAIN DEALER REPORTER**DATELINE:** LORAIN, OHIO**BODY:**

Lorain - When students are hungry, the only thing worse than a rumbling tummy is the grumbling about the choices on school cafeteria menus.

But students in Clearview, Lakewood and Painesville Township might actually look forward to the food that, according to some student critics, tastes good and is good for them.

Schools in those districts recently were awarded the Ohio Department of Education's Stellar Award for Best Nutrition Practices for their nutritional accomplishments.

"Good nutrition helps students to achieve in the classroom, but we also wanted to encourage districts to develop programs that promote healthy eating habits," said Education Department spokesman J.C. Benton.

There also has been growing concern nationwide about the overall nutritional health and well-being of American children. One study last year by the National Institute of Public Health in Copenhagen, Denmark, showed U.S. teenagers have higher rates of obesity than those in 14 other industrialized countries.

So, for these award-winning districts, frying is out and baking is in. But it doesn't make any difference if the kids won't eat it.

With four children and two grandchildren, Diana Goode, food service coordinator for Clearview schools, knows what kids like.

With a pinch of creativity and a dash of chicanery, Goode offers food with taste and texture as she coaxes students to try different fruits and vegetables.

"Our carrot cake is made with sweet potatoes, trail mix and applesauce - just don't tell the kids that," Goode said, chuckling. "But they've also taken a liking to cauliflower, pears, guava and star fruit, too."

One day recently, Goode and her aides helped kindergartners at Vincent Elementary pass through the cafeteria lunch line.

Nikki Hilliard, 5, helped a classmate open a carton of milk while others talked between gulps of chicken fingers and applesauce. She dipped her tiny fingers into her mashed potatoes and said: "The food tastes good, just like my mom's."

Goode uses only low-fat beef and chicken for finger foods like tacos, fajitas and burritos. A fat-rinsing process also ensures the beef has one-third less fat than the U.S. Department of Agriculture maximum.

KEL 000282

## Clearview lunch program tastes success; Lorain County school one of 22 t

Students in Painesville Township schools have their choice of a la carte or **grab-and-go** cold lunches with items like yogurt, carrot sticks, raisins and turkey sandwiches, said Kelly Minnick, director of food services.

Only 22 schools in Ohio made the crème de la crème. In addition to offering healthier choices, they also provide students with nutrition education and activities for staff, parents and community members.

In Lakewood, McKinley Elementary holds health fairs for parents and students, offering blood-pressure testing and advice about eating right, district dietitian Nancy Early said.

Clearview's three schools also won because the district offers stop-smoking programs and allows the public to use its exercise equipment and workout facilities, Goode said.

Holding recess before lunch period was the key for four Painesville Township elementary schools, Minnick said. Buckeye, Hadden, Madison and Melridge elementaries were the schools recognized there.

"Students have better appetites and take their time eating their lunches, rather than tossing half their food out because they're eager to go outside," Minnick said.

To reach this Plain Dealer reporter:

cmatzelle@plaind.com, 216-999-4744

**LOAD-DATE:** November 12, 2004

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Business and Industry  
Dairy Field

September 2004

**SECTION:** Pg. 64 Vol. 187 No. 9 ISSN: 1055-0607

**ACC-NO:** 4447485

**LENGTH:** 221 words

**HEADLINE:** Sargento Cheese Dips![TM].

**HIGHLIGHT:**

New Products

**BODY:**

Company: Sargento Foods Inc., Plymouth, Wis.

Distribution: National. Suggested Retail: \$1.29 to \$1.49 per package.

Ingredients: (Cheddar Dip & Buttery Pretzels) Wheat flour, cheddar and other natural cheeses (pasteurized milk, cheese culture, salt, enzymes, annatto), water, whey partially hydrogenated soybean oil, maltodextrin, contains 2 percent or less of sodium phosphate, com syrup solids, salt, artificial butter flavoring, lactic acid, gelatin, sorbic acid (preservative), apocarotenal (color), yeast, xanthan gum, guar gum.

Nutrition Information: (1 unit [106g]) Calories 360, fat calories 140, total fat 16g, saturated fat 5g, cholesterol 15mg, sodium 1,430mg, total carbohydrate 47g, dietary fiber 2g, sugars 5g, protein 9g, vitamin A 25 percent RDV, vitamin C 0 percent RDV, calcium 15 percent RDV, iron 8 percent RDV.

Varieties: Cheddar Dip & Buttery Pretzels, Cheddar Dip & Tortilla Chips and Cheddar Dip & Zesty Ranch Bagel Chips.

More Details: Sargento is dipping into snacking excitement with the introduction of Cheese Dips. Available in three popular varieties, this line of portable, single-serve snacks is perfect for time-pressed cheese enthusiasts. The company touts Cheese Dips as being great for lunches, afternoon snacks and as **grab-and-go** light meal alternatives. Copyright 2004 Stagnito Publishing Company 181

**LOAD-DATE:** February 5, 2005

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Copyright 2004 Madison Newspapers, Inc.  
Capital Times (Madison, WI)

August 27, 2004 Friday, ALL Editions

**SECTION:** LIFESTYLE; \$5 LUNCH; Pg. 6B**LENGTH:** 401 words**HEADLINE:** LUNCH SPREADS BEYOND BAGELS FOR BRUEGGER'S**BYLINE:** Kristine Hansen Special to The Capital Times/The writer retains the copyright for this article**BODY:**

Chain eateries we've grown to love just keep on growing with their low-fat, low-carb, bistro-chic menus.

Bruegger's is one of the latest to put their standard menu on the style block.

They're also trying to escape the bagel hook, in which patrons know it only as the place to get a bagel and "schmear." It's also a place to eat lunch.

Three new salads are the Oriental Express Asian Chicken (\$6.49), Tangy Tango (\$5.99) and Chicken Caesar (\$6.49). Six "hot and hearty" soups are available, too, including Tuscan White Bean & Vegetable and New England Clam Chowder. Things get a bit thicker with the sandwich options: 11 "specialty sandwiches" and four "softwiches." (A "softwich" is a bigger, more sandwich-friendly bagel.)

Of the Burlington, Vt.-based chain's 250 locations, two are in Madison: 6150 Mineral Point Road and 3310 University Ave. (Note that the University Avenue has an Ancora Coffee tucked inside of it. An iced mocha with your bagel sandwich?)

The atmosphere at Bruegger's is casual enough to be kid-friendly, and the sort of place where it's OK to sit alone and read the newspaper, fiddle on your laptop or gossip with your best girlfriend.

I tried a Tangy Tango (\$5.99) salad on a seasonably, but rare, warm day this summer. Its mandarin oranges, dried cranberries, blue cheese and sliced almonds tasted wonderful on field greens. A balsamic dijon vinaigrette dressing is served alongside.

On another visit I ordered one of the 11 specialty sandwiches (\$3.99-\$5.29). Each contain toppings as varied as hummus and Thai peanut sauce. There's a wide range of vegetarian and meat-heavy items, such as Cuban Chicken and Radishy Roast Beef.

The Leonardo da Veggie is just like what it sounds: vegetables shoved between two layers of bread. A light herb garlic cream cheese is spread on the bagel halves, and topped with roasted red peppers, muenster cheese, lettuce, tomato and red onion. I've since had it for lunch a few times and find it very fresh and filling. Someday soon I'll switch to the Mediterranean, as I enjoy hummus and sun-dried tomato spread, the sandwich's two chief ingredients.

Each day at Bruegger's you can find four soups of the day, available in a cup (\$2.49) or a bowl (\$3.19). And like most **grab-and-go** restaurants, there is a combo option for just a bit more money: add either chips or a cookie, and a medium Coke.

**LOAD-DATE:** August 28, 2004

KEL 000285

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Copyright 2004 The Pantagraph  
The Pantagraph (Bloomington, Illinois)

August 26, 2004 Thursday

**SECTION:** NEWS; Pg. B1

**LENGTH:** 442 words

**HEADLINE:** Normal to seek transit hub ideas

**BYLINE:** Mary Ann Ford

**BODY:**

NORMAL -- An ice cream or sandwich shop and a variety of retail businesses are envisioned on the perimeter of the first floor of a planned downtown transportation center.

The second, third and fourth stories will have office space and there could be a second-floor community room that would have a terrace facing the roundabout.

A four-story parking garage would be built to the west and serve more than 300 vehicles. Buses would pickup and unload passengers in an area under the parking garage.

But before architects RATIO SRA of Champaign and Indianapolis get to the final design stage of the center planned on land along Beaufort Street east of Broadway, they are seeking input from residents, organizations and community leaders.

Wednesday, representatives from RATIO met with Amtrak in the morning and community leaders in the evening.

"This is a community facility. We need community input," said Rod Reid of RATIO.

Crystal Howard, director of the Bloomington-Normal Convention and Visitors Bureau suggested the transportation center include an information center or kiosk.

Richard Verdery of McLean County Wheelers asked about bicycle racks and whether there would be locker space available.

Downtown Director Wayne Aldrich said including bike racks and lockers will earn the building Leadership in Energy and Environmental Design points. The town wants all new buildings in the downtown to meet certain LEED standards.

Ronn Morehead of the Bloomington-Normal Trades and Labor Assembly and a member of the Downtown Advisory Commission suggested the center include art from Twin City artists.

"We have highly skilled artists in the community," he said. "It would say something about the community and what we have here."

Mike Flanigan, interim president of the Downtown Normal Business Association asked what kind of retail would be in the center.

Reid suggested a "grab and go" type restaurant.

"If (travelers) spend a considerable amount of time (at the center), you have the opportunity to direct them to downtown" for other offerings, Reid said.

"We want businesses to draw in people other than travelers," added Rob Proctor of RATIO.

Normal to seek transit hub ideas The Pantagraph (Bloomington, Illinois)

Gail Kear, executive director of Life Center for Independent Living, suggested the center have handicapped-accessible taxi cabs for people using wheelchairs and have a visual announcement board as well as audio announcements for those with impaired hearing.

Residents will have several chances to offer their opinions about the planned center at future meetings, Aldrich said.

In addition, the town will have a Web site for comments.

Reid said RATIO will be working with the town on the project for three years.

**LOAD-DATE:** August 31, 2004

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IAC (SM) MARS  
Copyright 2004 William Reed Ltd.  
Grocer

July 17, 2004

**SECTION:** Pg. 28 Vol. 227 No. 7663 ISSN: 0017-4351

**ACC-NO:** 120034101

**LENGTH:** 180 words

**HEADLINE:** Maximise grab and go;  
Talking Shop;  
Brief Article

**BODY:**

With the summer holidays almost upon us now is the time to maximise the opportunity of the **grab & go** market.

First of all, it's important to remember that having one supplier and daily delivery for your chiller cabinet is the key ... but also fundamental is the depth of range of a product line, not breadth.

The 80/20 rule is alive and kicking! For instance, we know that if there are 10 varieties in a single range, then generally it's the top two or three that generate the lion's share of your turnover and profit.

As such, these should be the only lines you stock when space is limited, but you have to make sure the product facings are unobstructed to ensure clarity of offer and, crucially, that they're consistently in the same shelf position.

Let's face it, limited space in your chilled cabinet means every centimetre has to earn its keep.

By the way, if you do not have access to market data, you need to monitor your consumers' habits on your own to discover the bestsellers or, alternatively, refer to your supplier who, like us, should be familiar with the top-selling lines.

**LOAD-DATE:** August 4, 2004



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Copyright 2004 P.G. Publishing Co.  
Pittsburgh Post-Gazette (Pennsylvania)

July 15, 2004 Thursday SOONER EDITION

**SECTION:** FOOD, Pg.C-4 COUNTDOWN TO DINNER**LENGTH:** 316 words**HEADLINE:** TURKEY WRAPS KEEP KITCHEN COOL**BYLINE:** NANCY ANDERSON, PITTSBURGH POST-GAZETTE**BODY:**

Super-fast and summer-cool describes today's Countdown recipe for Turkey-Cheese Wraps.

They're filling enough for dinner, convenient for popping into lunch bags and perfect for munching by the pool.

Did we mention tasty? We should have.

This handy little recipe comes from Betty Crocker's "Easy Family Dinners: Simple Recipes and Fun Ideas to Turn Mealtimes into Quality Time" (Wiley Publishing, \$22.95).

Chock full of easy recipes geared toward family dining, the hardbound book has dozens of full-page color photos.

Kids as well as adults can find simple, doable entrees, from Hot Dog Casserole and Pizza Burgers to Home-Style Chicken Dinner and Stacked Enchilada Bake.

Skillet meals, breakfasts (Stuffed French Toast, Sausage and Egg Pizza), soups, casseroles, chicken dishes (dozens), sandwiches -- even a section on slow-cooker dinners -- make this cookbook as all-purpose as flour.

When testing the wraps, we experimented, making some of the wraps per the recipe and adding ripe mango and avocado to others.

All were delicious, but mango won for adding a touch of sweet juiciness. Apple would have the same effect.

We served fresh corn (microwaved, covered, 4 1/2 minutes) from Schramm's Farm in Harrison City, a simple salad and iced tea for a quick, no-sweat summer dinner on the deck.

**TURKEY-CHEESE WRAPS**

4-ounce container herb and garlic spreadable cheese (Philadelphia brand)

4 flour tortillas, 8 to 10 inches in diameter

8 ounces thinly sliced smoked turkey

4 ounces thinly sliced provolone cheese

1 cup shredded lettuce

Spread herb/garlic cheese over each tortilla. Top with turkey, provolone and lettuce to within 1 inch of edge.

Roll up tightly. Serve immediately or wrap securely with plastic wrap and refrigerate up to 24 hours for a grab 'n go.

Tester's note: Also recommended are slices of mango, avocado, tomato or apple.

**NOTES:**

TURKEY WRAPS KEEP KITCHEN COOL Pittsburgh Post-Gazette (Pennsylvania) Ju

Nancy Anderson can be reached at [nanderson@post-gazette.com](mailto:nanderson@post-gazette.com) or 412-263-3549.

**LOAD-DATE:** July 15, 2004

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Copyright 2004 The San Diego Union-Tribune  
The San Diego Union-Tribune

June 17, 2004 Thursday

**SECTION:** ENTERTAINMENT; Pg. NIGHT & DAY-36**LENGTH:** 829 words**HEADLINE:** On deck, eating cleanup ... So far, the food at Petco Park is a bust -- bring your own grub, and smack a culinary home run**BYLINE:** Leslie James, RESTAURANT CRITIC**BODY:**

I just ate a hot dog. A really crummy hot dog -- shrivelled up in a compressed, gluey bun. And I missed the only run the Padres scored all night waiting in line to get it.

Welcome to Petco Park, home of the two-inning wiener.

Much as San Diegans love their new ballpark, they are nearly unanimous in their distaste for its food.

Many folks consider two months a sufficient "break-in" period, and they're getting real cranky with the long, slow lines and a "blackened" chicken sandwich that's pale and flavorless, egg rolls that are greasy and deli sandwiches that start with an impossibly doughy roll.

However, hope does spring eternal. I think I'm seeing some improvement in the fish tacos, though there's too little cabbage and not enough sauce. French fries on a recent night were hot and crispy. And the beer selection is better than at the Q.

But nacho chips still taste like cardboard -- stale cardboard. The tomato pizza is curiously dense and dry. And the quesadillas ... well, I don't know about the quesadillas because La Comida Rubio's ran out of tortillas just 40 minutes into a recent game. (They were out of tortillas on two other nights, too.)

Now, some folks may not give a whit about all this as long as the boys get on base. But the rest of us should think seriously about bringing lunch or dinner to the park with us.

Petco Park allows visitors to bring food into the park as long as it's well-wrapped. Forget the whole tomatoes and oranges, though. Food that "could be thrown as a projectile" is banned unless it's "sliced or sectioned," ensuring that the reliever who gives up the go-ahead run will be pelted only with tomato wedges.

The following noshes can be tucked neatly into a fanny pack or even a big pocket:

[ ] Marketplace Grille's Gourmet Wraps are so good, you might not even care about bumbling baserunning or hitting into double plays. Skewers of chicken, fresh salmon, lamb, sirloin and shrimp are all grilled over mesquite, then tucked into warm lavash flat bread with juicy tomato chunks, cucumber, pickles, red cabbage, onions and a tangy dressing. Wrapped tightly in paper and foil, they are easy to "peel" and eat. Prices range from \$5.99 to \$8.25 for a jumbo wrap. Call ahead and the cordial staff will have your order ready. (750 Fifth Ave., downtown; (619) 237-6186. Open daily.)

[ ] Man could, indeed, live on bread alone, if he dined at Bread on Market, where the house loaf is thick, yeasty focaccia anointed with olive oil and fresh rosemary. But it's so much more fun to pile on the toppings.

The roast beef sandwich is brightened with horseradish aioli; the Turkey Special gets sweet mustard and cranberry relish. Three types of Pizza Bread, including a terrific pesto-chicken, are available every day. Less gooshy than regular

KEL 000291

On deck, eating cleanup ... So far, the food at Petco Park is a bust --

pizza and served at room temperature, an 8-inch pizza can be neatly folded in half and slipped into a bag. Prices range from \$3.50 to \$7.25. The peanut butter cookies are darn good, too.

There's even a Ball Game Special (not on the menu) -- a choice of sandwich, chips, a cookie and a bottled water for \$10.

(730 Market St., downtown; (619) 795-2730. Open daily except Sunday until 5 p.m.)

[] Located at 10th and E, Pokez Mexican Vegetarian Restaurant is the perfect stop for game-night dinner. Enjoy the Joey's Special or an impressive fajitas platter at Pokez before heading to Petco. Or take out a couple of the more compact offerings for a mid-game nosh.

The Breakfast Burrito of bacon, scrambled egg, rice, beans and guacamole tastes delicious any time of day. The tofu-potato-mushroom burrito is good too, as are the easy-to-eat rolled tacos and quesadillas. Most burritos and tacos are about \$3. (947 E St., downtown; (619) 702-7160. Open daily.)

[] Folks driving to a day game can make a quick stop at **Grab & Go Subs** in Little Italy for a terrific sandwich that's cut in half and double wrapped for supremely neat eating in your seat.

I love the Tunisia sub -- tuna, capers, red peppers and chives on a toasted roll; and the Grilled Cheese Feta that wraps crumbled feta, avocado and chopped pepperoncini in a blanket of melted provolone. Also available: Club sub, hot pastrami, Black Forest ham and the traditional with mortadella, cotto salami and provolone. Prices range from \$3.69 to \$5.29. Call ahead and your order will be waiting for you. (2102 India St., Little Italy; (619) 238-5353. Open daily except Sunday.)

[] Mike Royko had a hard time with Californians eating sushi at ballgames. He'd really flip over a second-inning supper of Pad Esann Spicy Noodles. That's just one of the savory treats you can grab at Saffron Noodles & Sate. The chicken sate skewers, with rice, cucumber salad and peanut sauce, are a savory, convenient choice. And the delicious chicken salad spring rolls from Saffron Grilled Chicken, next door, are the perfect finger food. The salad rolls also come filled with shrimp, tofu or salmon and cost \$4.38 for three. (Saffron, 3737 India St., midtown; (619) 574-0177. Open daily.)

**GRAPHIC:** 1 PIC; **CAPTIONS:** Bread on Market, located close the the ballpark, offers tasty sandwiches on artisan bread.; **PHOTOBY:** Eduardo Contreras / Union-Tribune

**LOAD-DATE:** June 19, 2004

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Copyright 2004 Times Publishing Company  
St. Petersburg Times (Florida)

June 9, 2004 Wednesday 0 South Pinellas Edition

**SECTION:** FOOD; Pg. 2E**LENGTH:** 1352 words**HEADLINE:** Red-hot recipes for tomato lovers**SERIES:** TASTE; BOOKS THAT COOK**BYLINE:** ELLEN FOLKMAN**BODY:**

The Tomato Festival Cookbook By Lawrence Davis-Hollander (Storey Publishing, \$16.95)

Tomato lovers, this cookbook is for you.

Although the focus of The Tomato Festival Cookbook is heirloom tomatoes, any variety could be substituted in the recipes. The author might argue that the taste will be affected, but heirloom tomatoes aren't available everywhere. Oddly enough, most recipes don't even dictate what variety to use and some call for canned tomatoes.

If you grow tomatoes in your garden, you will benefit from the chapter on tomato cultivation, which covers such topics as buying seedlings and saving seeds. Once your crop is harvested, recipes that include summer minestrone, tomato basil quiche, striped bass with roasted tomatoes with caper sauce and beefsteak tomato gratin will taste all the better.

An appendix offers sources for numerous varieties, including heirloom and hybrid.

The dessert chapter is the most intriguing. Who would think of tomatoes for dessert? Some recipes to try: tomato custard pie, tomato sorbet, tomato jam tart and green tomato chocolate cake.

The recipes appear relatively easy to prepare. No unusual ingredients or difficult techniques, just some time-consuming preparation in recipes such as caponata, herbed goat cheese in broiled tomato sauce and sun-dried tomato and olive bread.

If want a summer taste all year, The Tomato Festival Cookbook offers suggestions for preserving them in recipes for canned tomatoes, tomato juice and green tomato chutney.

Betty Crocker Easy Family Dinners: Simple Recipes and Fun Ideas to Turn Mealtimes into Quality Time By the editors of Betty Crocker Kitchens (Wiley Publishing Inc., \$22.95)

Do you find it hard to find time for a family dinner? Mom or Dad may be working late, kids have lessons, practices or games, and everyone is eating at different times. Easy Family Dinners from Betty Crocker aims to bring us all together.

Most of the recipes start with packaged foods, such as jarred pasta sauce, refrigerated pizza dough, taco seasoning or frozen vegetables. Dishes that include crunchy garlic chicken, ravioli-sausage lasagna, chicken fried pork chops and hot dog casserole require three preparation steps or less. If you're game to try something different, make breakfast for dinner with ham and apple pancakes, country eggs in tortilla cups, Denver scrambled egg mini pizzas or stuffed French toast.

The "Grab n Go Dinners" chapter offers easy, quick-to-prepare meals. In 10 minutes you can have shrimp and egg salad wraps (providing the eggs are already hard-boiled), in 15 minutes Caesar salad wraps and in just under 20 minutes veggies and cheese mini-pizzas.

If you like to plan ahead, the slow cooker chapter will suit you. If you start them in the morning, you can have dinners of savory chicken and vegetables, sloppy joes, barbecue beef sandwiches, and Italian beef stew ready when you and the crew get home in the evening.

"Together Time" suggestions, which accompany every recipe, include letting the phone ring while eating, making an erupting volcano with white vinegar and baking soda or searching the sky for shapes in the clouds.

Blend It!: 150 Sensational Recipes to Make in Your Blender By the editors of "Good Housekeeping" (Hearst Books, \$14.95).

Here's a revelation from the editor of Good Housekeeping magazine: Your blender can be used for more than just making frozen margaritas. Blend It! is a book that showcases this counter-top appliance and all it can make.

Designed for a busy lifestyle, recipes such as peach melba shake, double-chocolate malted, three-berry smoothie, cherry almond clafouti and popovers are easy to prepare and require no more than three steps. Most of the ingredients, such as olive oil, sugar, vanilla ice cream and chocolate syrup, are in your pantry or refrigerator. Malted milk powder, maraschino cherries or fresh fruit may require a trip to the market. The chapter on soups requires a more attention. Recipes such as carrot and dill soup, quick cream of broccoli, Asian-style corn chowder and shrimp bisque are relatively easy, but more preparation is involved. Celery needs to be chopped, tomatoes peeled, jalapenos seeded and other ingredients measured.

Blend It! is a family-friendly cookbook. Kids will love the banana split shake, pancakes, cherry vanilla float and peanut butter cup shake. Older kids will even be able to make some recipes by themselves. Adults will like how easy everything is to make.

Did friends drop by unexpectedly? Whip up black bean dip and serve with Miami Mojitos. Try roasted eggplant dip with herbs accompanied by red wine sangria slush. Chill out with a cool blue Hawaiian. Coffee favorites include frosty cappuccino and maple pecan frappe. Tired of the same old salad dressing? Tomato vinaigrette, green goddess dressing and mustard-shallot vinaigrette would all complement a summer salad.

Ellen Folkman's cookbook review column appears monthly in the Taste section.

#### Beefsteak Tomato Gratin

4 large ripe beefsteak tomatoes

Sea salt and freshly ground black pepper

1/4 cup chopped Italian parsley

2 teaspoons fresh thyme

3 large cloves garlic, minced

3 tablespoons extra-virgin olive oil

3 tablespoons fresh coarse bread crumbs

1 tablespoon finely grated Parmesan cheese

Preheat oven to 450 degrees. Core tomatoes. Cut each one horizontally into thick slices.

Arrange a layer of tomatoes in a baking dish. Season with salt and pepper and sprinkle on half the parsley, thyme and garlic. Drizzle with 1 tablespoon olive oil.

Top with the remaining slices, seasoning them as before with salt, pepper and the remaining parsley, thyme, garlic and 1 tablespoon of the oil.

Bake for about 35-40 minutes or until soft and a little browned, basting occasionally with the juices. Sprinkle with the bread crumbs and Parmesan, then drizzle on the remaining oil. Bake 8-10 minutes longer, or until the crumbs are toasty. Cool briefly before serving.

Makes 4 servings.

Nutritional information per serving: calories 146, fat 12g (saturated 2g), protein 3g, carbohydrates 9g, fiber 2g, sodium 203mg.

Source: "The Tomato Festival Cookbook" by Lawrence Davis-Hollander.

#### Hot Dog Casserole

1 1/3 cups mashed potato mix (dry)

1 1/3 cups water

1/3 cup milk

2 tablespoons butter or margarine

1/2 teaspoon salt

1/2 cup sweet pickle relish

2 tablespoons mayonnaise

1 tablespoon instant minced onion

2 teaspoons mustard

4 to 6 franks

Heat oven to 350 degrees. Make mashed potatoes as directed on package, using water, milk, butter and salt. Stir in relish, mayonnaise, onion and mustard. Spread in ungreased 1 quart casserole.

Cut each frank in half lengthwise, then in half crosswise. Insert frank pieces around edge of mashed potatoes.

Bake uncovered 25 to 30 minutes or until center is hot.

Makes 4 servings.

Nutritional information per serving: calories 345, fat 25g (saturated 9g), sodium 1,080mg, carbohydrate 23g, protein 7g.

Source: "Betty Crocker Easy Family Dinners: Simple Recipes and Fun Ideas to Turn Mealtime into Quality Time" by the editors of Betty Crocker Kitchens.

#### Cherry Almond Clafouti

1 pound dark, sweet cherries, pitted

2 cups half and half or light cream

1/3 cup granulated sugar

2 tablespoons amaretto

4 large eggs

2/3 cup all-purpose flour

Confectioners' sugar

Preheat oven to 350 degrees. Grease 10-inch round ceramic baking dish.

Place cherries in prepared dish. In blender, combine half and half, granulated sugar, amaretto, eggs and flour and blend until smooth.

Pour egg mixture over cherries in prepared dish. Bake 40 to 45 minutes, until crust is set and knife inserted 1 inch from edge comes out clean (center will still jiggle). Sprinkle with confectioners' sugar. Serve hot.

Makes 12 servings.

Nutritional information per serving: calories 155, protein 4g, carbohydrates 20g, fat 7g (4gm saturated), sodium 40mg.

Source: "Blend It!: 150 Sensational Recipes to Make in Your Blender" by editors of Good Housekeeping.

**GRAPHIC: PHOTO, (3);** The Tomato Festival Cookbook By Lawrence Davis-Hollander ; "Betty Crocker Easy Family Dinners: Simple Recipes and Fun Ideas to Turn Mealtime into Quality Time" by the editors of Betty Crocker Kitchens.; "Blend It!: 150 Sensational Recipes to Make; in Your Blender" by editors of Good Housekeeping.

**LOAD-DATE:** June 9, 2004



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Supermarket News

May 17, 2004

**SECTION:** Pg. 44 ; ISSN: 0039-5803

**IAC-ACC-NO:** 117054602

**LENGTH:** 82 words

**HEADLINE:** WHOLE NEW LOOK.

**BODY:**

Safeway's new prototype emphasizes fresh foods, service and extensive variety of product. The focus on produce and prepared foods was evident at the chain's 55,000-square-foot store in Hanover, Md.

Caption(s): 1 A dozen doughnuts equals 14 here. / 2 Menu boards highlight deli offerings. / 3 The produce department includes more than 80 organic items. / 4 Shoppers can get personal service in the deli. / 5 Lots of **grab-and-go** prepared foods are available for shoppers in a hurry.

**IAC-CREATE-DATE:** May 25, 2004

**LOAD-DATE:** May 26, 2004

**KEL 000297**

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Copyright 2004 The Des Moines Register  
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Des Moines Register

May 13, 2004 Thursday

**SECTION:** WEST DES MOINES ZONE; Pg. 10X**LENGTH:** 538 words**HEADLINE:** Phenix students get milk;  
'Got milk?' grant encourages elementary kids to eat breakfast**BYLINE:** LaMar Amy, Staff**BODY:**

By AMY LAMAR

REGISTER STAFF WRITER

Phenix Elementary School students were treated to a free breakfast, T-shirts and a visit from a dairy cow last week -all resulting from the school's first National Dairy Council grant, which encourages students to eat healthy breakfasts.

Phenix, 415 Seventh St., was the only school in the West Des Moines district to receive money from the national organization.

The May 5 celebration began with a free meal for the school's students, staff and parents. Students like Jasmine Edwards said it was a step above the normal morning fare.

"I had breakfast pizza with bacon, cheese and eggs, tropical punch and milk," the third-grader said. "We have breakfast every day -but we don't get breakfast pizza."

Second-grader Bianka Murtic agreed the breakfast was "yummy," but said her favorite part was having the school's teachers eat with the students.

Other students thought the "milk" moustaches made with ice cream took some getting used to; they weren't accustomed to rubbing food all over their upper lips.

"When you get it, tip it up high to your mouth," school secretary Connie Toney explained to third-graders trying to cover their lip. "Tip it almost to your nose."

Third-grader Brandon Hull figured the small white cups were filled with milk when he asked Toney when he could have a drink. His reaction to the soft-serve ice cream was a refreshed "aaaah."

Other students giggled as Toney snapped pictures of their moustaches to commemorate the first all-school breakfast.

"Got milk?" T-shirts were also provided to the school for the celebration, which incorporated nutrition and healthy eating into the curriculum. The second-graders, for example, learned about the food pyramid and practiced filling it out themselves. It was the first time the topics had been incorporated into science class, said Kim Johnson, a second-grade teacher.

"It increased their awareness level of sweets vs. fruits," she said. "I was really pleased with the unit."

Phenix currently serves breakfast to as many as 60 children a day. Breakfast provides "nutrients to learn," said Beth Hanna, director of nutrition services for West Des Moines district. It is available for a fee to all students from 8 to 8:40 a.m. daily.

KEL 000298

Breakfast usually includes cereal, toast, juice and milk, but pancakes, sausage, bagels and omelets are served occasionally, said Toney, who coordinates the school's breakfast and lunch programs.

The meals are also available in **grab-and-go** bags for students who run late. The meals, which include toys, such as key chains, pencils and erasers, are a direct result of the grant. They have been offered since the beginning of the school year.

"We want to make sure that all the kids who need breakfast eat it," said Principal John Villotti, who dressed as a dairy cow and ate with the students last week. "We don't want to take anything away from families if the kids are eating at home, but we do want them to know that the option is here for them."

Villotti's fellow staff members couldn't help but razz him about his costume, which he wore "to add more zip to the whole affair," he said.

"Where are your udders?" a woman asked as she passed him in the hallway.

**GRAPHIC:** \_By: ROBERT NANDELL, REGISTER PHOTOS; Connie Toney, Phenix Elementary's secretary, sits with students Morgan Goplerud, 9, left, and Jasmine Edwards, also 9, May 5 during an all-school breakfast promotion celebration. Toney is also the coordinator of the school's breakfast and lunch programs. Phenix student Bianka Murtic, 8, works on her breakfast May 5 at the school. At right, Phenix food service worker Gina Paloma serves breakfast to students, staff and parents.

**LOAD-DATE:** May 21, 2004

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Copyright 2004 Miami New Times, LLC  
Miami New Times (Florida)

May 13, 2004 Thursday

**SECTION:** Bestshops/Shops & Wares**LENGTH:** 255 words**HEADLINE:** BEST HEALTH FOOD STORE  
Wild Oats Natural Marketplace**BODY:**

This particular outpost of the national chain is housed in the space formerly occupied by a Publix -- the giant, upside-down chevron sign still marks the entrance -- and its vast stock takes advantage of an uncluttered, well-lit ambiance not generally found in granola world. Organic produce and vegan proteins are available as well as desserts, free-range beef, wines without sulfites, and cheeses from around the world. Wild Oats has an ample, respectable produce aisle, bulk pastas, rices, spices and herbs, and icy cases filled with raw ahi tuna and scallops, so the discerning, health-minded cook will be pleased. But this store is at its most usefully mind-boggling for the kitchen-impaired who nonetheless eschew fast food: A deli is jammed with ready-to-eat meatless tamales, tofu salads, and curried turkey. **Grab-and-go** whole grain sandwiches are stacked high with romaine lettuce, sprouts, and marinated portobellos. Spinach lasagna is available for purchase by the pan or by the slice. Beyond the capacity to keep the larder from getting low, Wild Oats offers a cornucopia of cruelty-free (read: unlike Procter & Gamble, the eyes of rabbits are not used as test tubes for these products) cleaning and bathing lines, from Burt's Bees to Avalon Organics. Finally don't miss out on snacks and meals for the pets. Wild Oats is one of the few places in Florida to purchase Spot's Stew, a canned food for both dogs and cats that can tempt the pickiest pup or most toothless old cat into a good, and healthy, repast.

**LOAD-DATE:** May 13, 2004

KEL 000300

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Copyright 2004 Richmond Newspapers, Inc.  
Richmond Times Dispatch (Virginia)

May 9, 2004 Sunday City Edition

**SECTION:** BUSINESS; Pg. D-1**LENGTH:** 707 words**HEADLINE:** THE SWEET SMELL OF SALES/ THE AIRPORT'S FOOD-SERVICE COMPANY RAISES REVENUE WITH QUICK, FRESH FOODS**BYLINE:** Chip Jones/ Times-Dispatch Staff Writer/ Contact Chip Jones at (804) 649-6726/ or cjones@timesdispatch.com,**BODY:**

The fragrance of fresh-baked blueberry muffins sweetens the air behind Richmond International Airport.

Follow the scent inside the terminal building, and the morning aroma leads back to the commercial kitchen of CA One Services Inc. Pearl Conyers is finishing some baking for the airport's food-service firm. She's kept the biscuits, muffins and breads coming for the past 16 years.

"She's a major part of the core group that keeps it together," said Chrissy Miller, CA One's general manager in Richmond.

"A lot of people don't believe we bake fresh because we're an airport," Miller said. "But we have this huge kitchen. Why not?"

Under Miller's guidance, CA One's revenue has grown by about 3 percent annually despite the drastic downturn that hit the airline business after 9/11. Last year, the airport reported nearly \$1 million in revenue from CA One's food and concession business.

Miller and her staff of 90 get high marks for innovation and service.

Among recent changes: more breakfast and lunch fare - known as "grab and go" sandwiches, salads, bagels and muffins, and a more upscale menu at the Richmond Cafe Bar, the airport's main restaurant.

Miller has added Old Dominion touches such as ham and crab cakes. In some cases, they sell out the day they go on the menu or the shelves.

The restaurant, which offers a panoramic view of the runway, has improved its look, with lighter colors and brighter posters. It also has added candlelight and silverware.

About the silverware: After 9/11, Miller had to switch to plastic knives and forks to comply with federal security guidelines.

"No matter what you put here, it wouldn't present itself well," according to Miller.

"People remembered the plastic instead of the meal," remarked CA One's operations manager, Stuart Tyson.

But the airport moved its passenger-screening areas, and Miller recently received permission to bring back the silver.

New table settings are one small part of the makeover of the Richmond Cafe Bar. "We brightened it up because at night if you came upstairs, you never recognized it as open," Miller said. "It has more of a restaurant atmosphere than the cocktail-lounge feel you had."

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## THE SWEET SMELL OF SALES/ THE AIRPORT'S FOOD-SERVICE COMPANY RAISES

The upgrade gets high marks from regular customers, including business travelers and a growing number of "meeters and greeters" waiting for friends to arrive on planes.

"They've expanded the menu, and there's a lot of stuff you can get quickly when the timing is short," said Bill Clarke, a Midlothian-based computer consultant who is a frequent flier.

The airport's crab cakes compare to those in his home state of Maryland, Clarke said. He also complimented the Virginia ham dishes.

The restaurant prides itself on providing ample elbow room for hurried passengers.

"When I have work to do," Clarke said, "I spread out and pull out my laptop."

Richmond businessman Donnie Wyatt gave the breakfast menu an eight on a scale of 10.

"I don't think it's prepared ahead of time," he said. "As far as airport food goes, it's as good as it gets."

Wyatt also praised the hospitality of the servers, and he said the scenic view of takeoffs and landings is a plus.

"In Chicago," he said, "it's a little cubicle with a view of a maintenance pit."

Miller's challenge is to ride out the often-turbulent airline industry. Just after 9/11, the major airlines eliminated many on-board meals, costing her about \$750,000 in annual revenue from food preparation.

Miller fought back by increasing the "grab and go" fare and positioning sandwiches and salads closer to screening lines and along the concourses.

The snacks are sold in a clear plastic case, she explained, "because I want people to see what they're getting."

She also tries to keep her fingers on the pulse of the public's appetite.

"I've been in this business a long time, and I know people quickly get tired of things," Miller said. Working with Tyson, she regularly tweaks the menu.

Perhaps the greatest compliment comes from some residents in Henrico County who, according to Miller, are starting to dine out at the airport.

Richmond International's food offering will continue to have a local flavor: In July, Hanover tomatoes will provide a tangy touch to the menu.//

**GRAPHIC: PHOTO**

**LOAD-DATE: May 13, 2004**

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Copyright 2004 The Post via U-Wire  
University Wire

April 9, 2004 Friday

**LENGTH:** 303 words

**HEADLINE:** Renovated Ohio U. dining hall adds menu items, revamps design

**BYLINE:** By Paul Kita, The Post; **SOURCE:** Ohio U.

**DATELINE:** ATHENS, Ohio

**BODY:**

During the first two weeks of Boyd Dining Hall's newly renovated **Grab 'n' Go**, Ohio University students have been enjoying the new layout, decor and menu items.

Kent Scott, General Manager of Boyd Dining Hall, said students have reacted very positively, especially to the new menu additions.

Paninis, wraps, prepared salads, and sushi are now main course options. The paninis and wraps are different each day.

Salads and sushi were originally not included on the meal plan -- they were available only through a la carte payment or Bobcat cash -- but due to student requests, they are now included, Scott said.

Athens restaurant Lui Lui, 8 Station St., prepares and ships the **Grab 'n' Go's** sushi daily. Scott said that the popularity of the sushi started out slow but is growing.

In addition to new entrees, Boyd's **Grab 'n' Go** has a new layout, complete with a seating area located at the Dining Hall's entrance. New lighting, floor, decorative panels and cooking equipment were also added, Scott said.

Matt Schuler, a sophomore communications major said, "Much improved since last quarter -- architecture, new lighting, the food is actually a lot better."

Sophomore mechanical engineer major Clint Lauderback summed up the new **Grab 'n' Go** as "nice" and added that it was a lot less crowded than before the renovation.

Students' main concern is that while they can still get usual two entrees and three sides at the hot-item line, only one entree and two sides can be chosen from the new menu item line.

"I really don't think it's necessary. It seems like they are cutting down what we can get," said freshman interior architecture major Sarah Kennedy.

Scott said the new menu items are more costly to make, but the Boyd Management Team will continue to listen to student concerns for future revisions.

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**LOAD-DATE:** April 9, 2004

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Food Management

December 1, 2003

SECTION: No. 13, Vol. 38; Pg. 30; ISSN: 0091-018X

IAC-ACC-NO: 111854005

LENGTH: 3343 words

HEADLINE: Sandwich solutions: perk up your menu standbys with some fresh, new ideas.

BYLINE: Friedland, Ann

**BODY:**

A major force in onsite lunch business, sandwiches are crucial to the menu mix as well as the bottom line. But no matter how successful, a good sandwich list must still submit to periodic updates to stay fresh and appealing. Several onsite operators offer their ideas for new sandwich approaches, from bold flavor combinations to exciting presentations.

## Give 'em a twist

At the University of Maryland in College Park, Executive Chef Muriel Homesack likes to surprise her customers. And there's no better foil for that than a sandwich. "I love twists on the ordinary, and presenting food in an unusual way," she says. "You can put everything on a sandwich. Sometimes I'll take a typical dinner dish, like pot roast or turkey with dressing, and put it on a bun. It suddenly becomes something else entirely that's new and different."

In charge of menus at three separate venues (Adele's restaurant, Mulligan's Grill at the golf course and Rossborough Inn), Homesack creates meals that run the gamut from quick and casual to upscale. But she's got twists enough for diem all. That can mean a lemon artichoke and caper chicken sandwich with feta cheese stowed on foccacia bread, skewered with a flesh rosemary twig for one location; and a BLT presented in a wrap for another. Her popular take on a chicken breast sandwich includes a layer of Granny Smith apples sauteed in brown sugar and butter, topped with melted brie cheese (see recipe).

Homesack says she's amazed at how simple presentation techniques can dazzle customers. "Just serving sandwiches cut in triangles, with one up and one down, impresses them. Including different textures, like candied pecans, is always appreciated; a smear of cranberry relish on the bun as an extra condiment adds surprise and flavor," she notes. As a final garnish, Homesack advocates this easy solution: "I just add my famous splash of scallions. I chop them up and sprinkle them over the top of the sandwich and the plate. It's a lot more eye-catching than a piece of limp parsley."

## An ethnic approach

According to Mark Galvin, Director of Nutrition at Memorial Hospital Pembroke in Pembroke Pines, Florida, the influence of low-carbohydrate eating plans such as the South Beach diet have shifted many customers away from ordering traditional sandwiches.

Thus, a new program such as his gourmet sandwich line featuring homemade olive and rosemary bread, while successful, is not seeing quite as robust sales as it might have, given a different diet-trend climate. Nevertheless, a few types of sandwiches remain strong: those with a Latin flavor.

"The ethnic sandwiches tend to go over much better than American ones," Galvin says. "When we feature our Grilled Cuban Sandwich every other week, we'll sell about 250 a day. That's about half of our sales." As he explains, "It's a South Florida thing, like the cheese steak is in Philadelphia; it's a tradition."

KEL 000304



## Sandwich solutions: perk up your menu standbys with some fresh, new idea

Galvin gets authentic Cuban bread delivered fresh each day when the sandwich appears on the menu. "It's similar to French bread, only sweeter," he notes. Filled with roast pork, ham, Swiss cheese, spicy mustard and pickles, the sandwich is grilled and pressed to flatten. Another Cuban specialty, media noche, also makes an appearance several times a month, with ingredients similar to the pressed sandwich, only stuffed into a sweeter-flavored roll.

Pembroke customers also clamor for the South American arepas Galvin menus on occasion. Made with round disks of griddled cornbread, the arepas "are then stuffed with mozzarella and ham. "They're very popular as breakfast sandwiches, too," he adds.

## Some like it hot

Despite a constricted work space, the Crystal Cafe at Harris Methodist H.E.B. Hospital in Bedford, Texas, has been churning out ever-more creative grilled sandwiches for nearly a decade. "We've got a very small cafeteria, and have not added any square footage or upgrades, yet our hospital keeps growing," says Dining Services and Clinical Nutrition Director Ed Brown. "So we've got to work extra hard to add variety to keep our customers coming back. And we've managed to do that and continually increase our sales by an average of about 13 percent every year for the last eight years."

The daily grill special, which generally consists of some type of sandwich, has been the key to that success. "We'd probably lose 30 percent of our business if we went back to the way it used to be before the grilled sandwiches," Brown claims. With a list that includes Chicken Bruschetta Sandwiches (see recipe), Honey Bacon Batard, Grilled Chicken Sandwich with Smokey Red Onion Salsa, Indian Fry Bread Taco, and Muffaletta Po-Boys, Brown notes that it's the hot, grilled aspect of the specialty sandwiches that customers find so appealing. "They're popular throughout the year, not just during the cold months." He anticipates adding a small equipment improvement at the beginning of the year, when he'll put in an impinger oven. "Then we'll be able to expand hot sandwiches to include authentic Louisville Hot Browns and warm sub-style sandwiches," he says.

## The health factor

Looking for ways to refresh the sandwich stations at Aramark accounts, the company's Culinary Solutions department unveiled a new program dubbed "Ten under Ten" this past fall. It's aimed at health-conscious customers who still want plenty of flavor in a filling sandwich, and boasts 10 innovative sandwich choices that contain less than 10 grams of fat each.

"Surveys and trends say that the sandwich is king," states Concept Development Manager Danielle Marta, RD. "There's definitely a sandwich renaissance out there, but we found there were certain segments of the customer base who were not coming to the delis, because they didn't perceive there to be enough healthy options available."

To answer those concerns, the new line includes such offerings as Trim Harvest Turkey, a focaccia-based sandwich spread with honey mustard and stacked with sliced turkey breast, dried cranberries and sliced Granny Smith apples; Trim Grilled Greek Chicken Breast sandwich featuring a multi-grain roll with cucumber-yogurt dressing and fresh vegetables; and Trim Chipotle Ham and Turkey that comes on a multi-grain roll with sweet chipotle barbecue sauce and shaved red onions.

"We made sure the sandwiches were all on-trend," Marta notes. "They're healthy, bold and flavorful, they feature higher quality breads, and are easy to fit into **grab-and-go** situations." She reports that at the Overland Park, Kansas, headquarters of Sprint, sandwich sales doubled after the introduction of the Ten under Ten program.

And at Johnson & Johnson in New Brunswick, New Jersey, General Manager Jim McNamara began selling the sandwiches in October to great acclaim. "We offer three choices daily, and are thinking about increasing the number to four or five soon, given the great reception," he reports. Out of approximately 350 sandwiches sold each day at the site, McNamara notes 85 are now Ten under Ten selections.

Whether they're health-oriented, traditional ethnic, warm and gooey with cheese, or something completely new and different, sandwiches are firmly entrenched in onsite menus. "They just have their own personality, and now with premium breads, holder flavor profiles and better fillings available, it's no surprise to see sandwich shops cropping up on every corner," Marta explains. "They answer a lot of needs: to some degree, they're a comfort food, they're a reasonably-priced lunch, and in today's workplace, where the average lunch is 32 minutes, they're the ideal **grab-and-go** option."

## Strips 'n' Straws

Sandwich solutions: perk up your menu standbys with some fresh, new idea

Sourdough Stuffer

YIELD: 12 servings

2-1/4 lbs. prepared, frozen fajita  
chicken breast strips

3/4 cup prepared peppercorn  
ranch dressing

3/4 cup mayonnaise

1 Tbsp. prepared garlic and bell  
pepper seasoning blend

24 each hickory/smoked bacon  
strips, bulk pack

1 Tbsp. black peppercorns,  
coarsely ground

12 each sourdough sandwich  
rolls, partially-sliced end grilled

3 cups onion straws, thin-battered,  
deep-fried (kept warm)

24 each green leaf lettuce leaves

24 each tomato slices

24 each dill pickle spears, drained

1. Defrost chicken fajita strips in cooler.

2. Combine peppercorn ranch dressing, mayonnaise and seasoning blend in

Sandwich solutions: perk up your menu standbys with some fresh, new idea

a bowl and whisk to blend. Cover and chill at least 1 hour. Stir to blend before using.

3. Press black pepper evenly over top side of bulk pack bacon to coat. Arrange peppered bacon slices on sheet pan and bake in preheated conventional oven at 350[degrees]F for 20 to 25 minutes. Remove from oven; keep warm above 140[degrees]F.

4. FOR EACH SERVING: Place one roll on flat work surface, grilled sides up. Spread 1 Tbsp. ranch sauce evenly over each cut side. Arrange two slices bacon, 3 ozs. chicken, two lettuce leaves and two tomato slices on roll. Portion 1/4 cup onion straws on sandwich, Serve with two pickle spears.

Recipe from Tyson Foods, Inc.

Southwestern

Catfish Burgers

YIELD: 24 servings

6 lb. U.S. farm-raised catfish  
fillets, coarsely chopped

2 cups peppers, sweet red, chopped

1 1/2 cups Onion, red, chopped

1 cup buttermilk

4 peppers, jalapeno, minced

2 Tbsps. lime juice

1 cup cilantro, chopped

Sandwich solutions: perk up your menu standbys with some fresh, new idea

4 eggs

1/2 cup cornmeal

4 tsps. salt

1/4 tsp. cayenne pepper

As needed canola oil

corn muffins or squares, split  
and toasted

1 cup chipotle mayonnaise

1. In a bowl combine catfish, peppers, onions, buttermilk, jalapeno, lime juice cilantro, salt, pepper, eggs and cornmeal. Mix well. Divide mixture into 24 five oz. burgers.

2. Place burgers on a parchment-lined sheet pan; cover and chill until ready to fry.

3. Heat a heavy saute pan. Add oil to coat bottom of pan and cook burgers 5-6 minutes per side.

4. Serve burger on a bun with 1 Tbsp. chipotle mayonnaise.

Recipe from the Catfish Institute.

Adele's Chicken  
Sandwich

YIELD: per sandwich

1 ea. chicken breast, 4 oz.

1/2 ea. Granny Smith apple

Sandwich solutions: perk up your menu standbys with some fresh, new idea

2 Tbsps. butter

2 Tbsps. brown sugar

2 ozs. brie cheese, sliced

1 ea. Kaiser roll or other sandwich  
bun

1. Peel and slice the apple; saute with brown sugar and butter.
2. Grill chicken breast to 165[degrees]F internal temperature.
3. Melt brie cheese on chicken.
4. To assemble, layer apples, chicken and brie on toasted bun and serve.

Recipe from Muriel Homesack,  
Executive Chef, University of Maryland,  
College Park, MD.

Vietnamese  
Barbecue Sub

YIELD: 24 servings

2 cups distilled white vinegar

1/2 cup soy sauce

1/4 cup sugar

2 Tbsps. sesame oil

## Sandwich solutions: perk up your menu standbys with some fresh, new idea

1 to 2 tsps. crushed red pepper  
flakes

1-1/2 lbs. carrots, julienned

1-1/2 lbs. cucumber, julienned

24 each 6-in. sub rolls, split

4-1/2 lbs. beef top (inside) round,  
fully cooked, thinly sliced

5 cups prepared barbecue  
sauce

5 Tbsps. chili paste with garlic

5 Tbsps. hoisin sauce

1/4 cup reduced-sodium soy  
sauce

3 Tbsps. ginger, minced

2 Tbsps. garlic, minced

1. To make the marinated vegetables: In a bowl, combine vinegar, 1/2 cup soy sauce, sugar, sesame oil and pepper flakes; stir until sugar dissolves. Mix in carrots and cucumbers; cover and refrigerate.

2. To make the garlic chili barbecue sauce: In a bowl, mix prepared barbecue sauce, chili paste with garlic, hoisin sauce, reduced-sodium soy sauce, minced ginger and minced garlic until thoroughly blended. Cover and set aside.

3. For each serving, to order: Grill cut sides of roll. Warm 3 ozs.

Sandwich solutions: perk up your menu standbys with some fresh, new idea

sliced beef with 1/4 cup of the garlic chili barbecue sauce (prepared in step 2). Place beef mixture on bottom half of roll. Top with 1/2 cup drained marinated vegetables, and cover with bun top. Plate and serve.

Recipe from the National Cattlemen's  
Beef Association.

Chicken Bruschetta  
Sandwich

YIELD: 25 servings

4-2/3 lbs. chicken fajita strips

2 cups red bell peppers, diced

1 cup black olives, sliced

3/8 cup balsamic vinegar

2 Tbsps. Italian dressing

50 slices bread (French, Italian or  
other bruschetta-style)

as needed olive oil

1-1/2 pts. Mozzarella cheese, shredded

1. Cook fajita chicken as directed on package.
2. Combine red bell peppers, olives, balsamic vinegar and Italian dressing in bowl and mix thoroughly. Cover and chill to hold.
3. Brush both sides of bread with olive oil and place on grill. Top half of the bread slices with 3 ozs. fajita chicken each, and the other

Sandwich solutions: perk up your menu standbys with some fresh, new idea

half with 2 Tbsps. bell pepper mixture each. Top each half with shredded cheese and heat until cheese is hot and bubbly.

4. Remove from grill and cut on diagonal; serve.

Recipe from Ed Brown, Director of Dining Services and Clinical Nutrition, Harris Methodist H.E.B. Hospital, Bedford, TX.

Smoked Turkey Breast  
Ratatouille Melt

YIELD: 24 servings

6 lbs. smoked turkey breast,  
shaved thinly

3 lbs. provolone cheese,  
shaved thinly

1 lb. zucchini, cut into 1/4-in. dice

1 lb. plum tomatoes, cut into 1/4-in. dice

1 lb. eggplant, cut into 1/4-in. dice

1/2 lb. onion, cut into 1/4-in. dice

4 cloves garlic, minced

3 Tbsps. Italian herb blend

8 ozs. Pannesan cheese, grated

to taste salt and pepper



Sandwich solutions: perk up your menu standbys with some fresh, new idea

1/2 cup olive oil

48 ea. slices of olive bread or

24 olive rolls, sliced

as needed rosemary springs or basil leaves

1. Divide the turkey into 4-oz. portions and divide provolone into

2-oz. portions. Wrap, refrigerate and reserve.

2. Mix the vegetables, seasonings and Parmesan together. Cover and reserve.

3. For each serving, to order: Heat the bread on the griddle, cut side down, until golden brown. Place a 4-oz. serving of turkey directly onto the grill, and place 2 ozs. provolone on top, Place 1/2 cup vegetable mixture on the griddle and stir-fry with 1 tsp, olive oil for about 1 minute.

4. When cheese has almost melted, remove the bread from griddle and place the turkey/cheese onto the bread. Add the heated vegetables. Cover with the top of the roll or other slice of bread. Slice the sandwich on the diagonal and garnish with fresh herbs.

Recipe from the National Turkey Federation.

Tuscan-Style Grilled Cheese Sandwich

YIELD: 12 servings

2 lbs. grilled asparagus

1 cup prepared balsamic garlic-olive

Sandwich solutions: perk up your menu standbys with some fresh, new idea

oil vinaigrette

24 slices crusty sourdough bread

12 ozs. fontina cheese, sliced

1 lb. fresh mozzarella cheese, sliced

2 cups fresh basil leaves

2 cups roasted red pepper pieces

12 ozs. provolone cheese, sliced

as needed virgin olive oil

1. Toss grilled asparagus with vinaigrette and let stand covered and refrigerated at least two hours before using.

2. Lay 12 slices of bread on clean, flat surface. Top each slice with (in order): two slices fontina; three marinated, drained spears asparagus; two slices mozzarella; six fresh basil leaves; 2-1/2 Tbsps. red pepper pieces; and two slices provolone. Top with second slice of bread. Cover and reserve.

3. Brush both sides of each sandwich lightly with olive oil. Heat a large nonstick skillet over medium heat and griddle sandwiches on both sides until golden brown. Transfer to a sheet pan and warm in 350[degrees]F oven 8 to 10 minutes or until heated through. Cut each sandwich on the diagonal to serve.

Recipe from the Wisconsin Milk  
Marketing Board.

Grape Chicken

Caesar Wrap

Sandwich solutions: perk up your menu standbys with some fresh, new idea

YIELD: per serving

1 each 12-in. flour tortilla

1/3 cup red grapes, stemmed  
and halved

1/3 cup chicken breast, grilled  
and sliced

1 Tbsp. creamy Caesar dressing

1 cup Romaine lettuce, cut

1 Tbsp. creamy Caesar dressing

1 Tbsp. Parmesan, shredded

1. Lay out tortilla and, starting on the lower third, layer ingredients in order listed above.

2. Fold lower third of tortilla over filling and fold outer edges inwards to close ends, then continue rolling up to complete the cylinder (like a burrito).

3. Serve whole or cut on the bias.

Recipe from the California Table  
Grape Commission.

Grilled Cuban Sandwich

YIELD: 4 sandwiches

8 slices cooked pork loin, 1 oz. each

Sandwich solutions: perk up your menu standbys with some fresh, new idea

8 slices ham, 1 oz. each

12 each dill pickle chips

8 slices Swiss cheese

4 each sandwich rolls

as needed Dijon-style mustard

1. Prepare a wood or charcoal fire and allow it to burn to embers.
2. If desired, spread mustard on each side of sandwich rolls. Layer each sandwich with the cheese, ham, pork and pickles.
3. Grill the sandwich, top side down, for 1 minute; turn and place a saute pan on top (to flatten the sandwich) and continue to cook until cheese is melted, about 3 to 4 minutes.

Recipe from Mark Galvin, Director of  
Nutrition, Memorial Hospital Pembroke,  
Pembroke Pines, FL.

Chicken Santa Fe  
Sandwich

YIELD: 50 servings

1 package taco seasoning mix

50 ea. skinless, boneless  
chicken breasts

1 cup lime juice

Sandwich solutions: perk up your menu standbys with some fresh, new idea

6 lbs. onions, sliced diagonally

3 lbs. red bell peppers, sliced diagonally

3 lbs. green bell peppers, sliced diagonally

50 ea. tomatoes, sliced 1/4-in. thick

50 slices Monterey Jack cheese

50 ea. hoagie rolls

as needed lowfat butter substitute

50 ea. pickle spears

1. Mix taco seasoning with lime juice, Brush chicken with seasoning mixture on both sides, using pastry brush.

2. Grill chicken on hot grill until done, about 5 minutes each side.  
Hold to steam table.

3. Spread small amount of butter substitute on each side of hoagie bun and place face down on grill. Grill onions and bell peppers with butter substitute. Place chicken on grill and top with Monterey Jack cheese.

4. To ASSEMBLE; On bottom half of hoagie roll, place grilled chicken breast; top with onions, bell peppers and tomato slices. Top with other half of toasted roll. Serve with pickle spear.

Recipe from Ed Brown, Director of  
Dining Services and Clinical Nutrition,  
Harris Methodist H.E.B. Hospital,  
Bedford, TX.

**IAC-CREATE-DATE:** January 5, 2004

**LOAD-DATE:** January 06, 2004



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Food Management

December 1, 2003

**SECTION:** No. 13, Vol. 38; Pg. 60; ISSN: 0091-018X

**IAC-ACC-NO:** 111854047

**LENGTH:** 70 words

**HEADLINE:** Heidi's Gourmet Desserts; market basket

**BYLINE:** Fernberg, Pat

**BODY:**

HEIDI'S GOURMET DESSERTS is expanding its line of **grab-and-go** go desserts with three exciting new thaw-and-serve products based on popular snacks: Cookies & CrSme Cheesecake made with Oreos, Reese's Peanut Butter Cup Pie, and M & M Brownie. These co-branded desserts are in convenient, easy-to-open single-serve packages with attractive, colorful graphics. Call 800-24-4166.

Circle 121

[ILLUSTRATION OMITTED]

**IAC-CREATE-DATE:** January 5, 2004

**LOAD-DATE:** January 06, 2004

**KEL 000319**

13 of 1440 DOCUMENTS

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Frozen Food Digest

December 1, 2003

**SECTION:** No. 2, Vol. 19; Pg. 34; ISSN: 0889-5902

**IAC-ACC-NO:** 111982410

**LENGTH:** 266 words

**HEADLINE:** Double up on hot brands and grand slam taste with twin chili cheese dogs; Retail; Brief Article

**BODY:**

Popular Ball Park[R] and Bryan[R] brands have teamed up to offer the quality hot dog product to increase vending sales.

Double Play Twin Chili Cheese Dogs are made of juicy Ball Park hot dogs smothered in delicious Bryan[R] beef chili and American cheese for a taste customers love.

The Double Play[TM] also offers top brands patrons know and trust. In fact, Ball Park(R) hot dogs are America's favorite with 99% brand awareness', and Bryan[R] chili is a favorite in southeast U.S. Unlike its competition, Double Play[TM] packaging is labeled with the USDA inspection symbol to guarantee top quality.

Double Play Twin Chili Cheese Dogs are extremely convenient for c-store and other grab 'n go customers. Its uniquely microwavable tray makes preparing and eating a lot easier. Best of all, its price is lower than the competition to score you more sales.

For more information on making a double play with Twin Chili Cheese Dogs, call 1-800-682-SARA (7272). Web site: [www.saraleefoodservice.com](http://www.saraleefoodservice.com)

The Sara Lee Foodservice family offers value-added meat, bakery and convenience food brands including: Sara Lee[R], Bistro Collection[TM], Chef Pierre[R], Jimmy Dean[R], Ball Park[R], State Fair[R], Hillshire Farm[R], Galileo[R], Best's Kosher[R], Briar Street Market[R], Bryan[R], Rudy's Farm[R], and Kahn's[R].

Sara Lee Corp., the parent to Sara Lee Foodservice, is a global manufacturer and marketer of brands for consumers throughout the world. It has operations in 58 countries and markets branded products in more than 180 nations.

**IAC-CREATE-DATE:** January 12, 2004

**LOAD-DATE:** January 13, 2004

**KEL 000320**



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Business and Industry  
Frozen Food Age

December 2003

SECTION: Pg. 14 Vol. 52 No. 5 ISSN: 0016-2191

ACC-NO: 4064817

LENGTH: 335 words

HEADLINE: Soup's on.

**HIGHLIGHT:**

New Frozen Products

**BODY:**

Fairfield Farm Kitchens has expanded its Moose-wood Organic and Boston Chowda soups from retail into foodservice. The company sees restaurants, resorts, delis, and colleges as prime opportunities.

"Soup, especially at the institutional level, has traditionally been treated as a commodity meal solution," says Frank Carpenito, president and CEO of the Brockton, Mass., company. "However, the upscale foodservice trend that we have all witnessed in recent years has clearly changed the rules when it comes to quality."

"The Moosewood soups have really been a home-run with our students and staff," says Craig Traub, Oswego State University's director of resident dining. "The Moosewood soups have been so well-received that we recently added the Moosewood's pasta sauces and Macaroni & Three Cheeses as permanent items on our lunch and dinner menus."

The six Moosewood Organic Vegetarian Soups, available in 8-lb. cryovac bags, are: Creamy Broccoli & Cheese, Creamy Potato & Corn Chowder, Hearty Mushroom Barley (Vegan), Mediterranean Tomato & Rice (Vegan), Texas Two Bean Chili (Vegan) and Tuscan White Bean & Vegetable (Vegan). All six are also available in 18-oz. **grab-and-go** retail packages.

The four Moosewood Organic Vegetarian Sauces available, in 4-lb. cryovac bags, are: Spinach Pesto, Broccoli Parmesan, Spicy Penne Puttanesca (Vegan) and Macaroni & Three Cheeses (includes pasta). All four are also combined with pasta and available in 10-oz. **grab-and-go** retail packages.

The Boston Chowda foodservice line includes its flagship offerings, New England Clam Chowda, Rockport Lobster Bisque, Orleans & Shrimp Sausage Gumbo, Paul Revere Chili and Charleston She-Crab Soup. Additional selections (30+ items) include meat & poultry, vegetarian, classic vegetable and seafood selections. All are packaged in 8-lb. cryovac bags. All five of the flagship soups are also available in 20-oz. **grab-and-go** retail packages.

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LOAD-DATE: February 2, 2005

KEL 000321

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National Petroleum News

December 1, 2003

**SECTION:** No. 13, Vol. 95; Pg. 48; ISSN: 0149-5267

**IAC-ACC-NO:** 111927994

**LENGTH:** 106 words

**HEADLINE:** Wrap it up with Lettieri's; Products

**BODY:**

Lettieri's Authentic Foods have created a new option in convenience foodservice-Wrap Dogs!. This new **Grab-n-Go** product combines Lettieri's microwaveable baked bread with sausages from Oscar Meyer. Wrap Dogs! come in four different flavors, beef frank, jalapeno and cheese sausage, maple flavored sausage and smokie link with cheese. The products arrive fully prepared at retail locations and retain taste and quality after being microwaved. Wrap Dogs! are packaged in microwave or oven ready window packaging that makes them portable and easy to display. Lettieri's Authentic Foods.

[ILLUSTRATION OMITTED]

Circle No. 87

**IAC-CREATE-DATE:** February 18, 2004

**LOAD-DATE:** February 19, 2004

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National Petroleum News

December 1, 2003

**SECTION:** No. 13, Vol. 95; Pg. 49; ISSN: 0149-5267

**IAC-ACC-NO:** 111927996

**LENGTH:** 150 words

**HEADLINE:** New cream-cheese filled bagels to go; Products

**BODY:**

Filled Bagel Industries announces that bagel-eating will never be the same with its new product, bagelers. Bagelers are convenient **grab-n-go** bar shaped New York bagels filled with real cream cheese. They are individually wrapped and can easily be eaten with one hand for commuters on the go, after school snacks for kids or as a breakfast item. Bagelers can be enjoyed at room temperature, cold out of the refrigerator or heated in a toaster or microwave. Bagelers currently are available in four different flavors and two different sizes. Both, the four-inch and the six-inch bars, come in plain, blueberry, strawberry and cinnamon brown sugar. Filled Bagel Industries has been using the same family recipe for its dough since 1931. Bagelers are sold either frozen or thawed and individually wrapped in boxes of 18. Filled Bagel Industries, LLC.

[ILLUSTRATION OMITTED]

Circle No. 92

**IAC-CREATE-DATE:** February 18, 2004

**LOAD-DATE:** February 19, 2004

**KEL 000323**

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Copyright 2003 The Tribune Co. Publishes The Tampa Tribune  
Tampa Tribune (Florida)

October 26, 2003, Sunday, FINAL EDITION

**SECTION:** BAYLIFE, Pg. 6

**LENGTH:** 295 words

**HEADLINE:** PULSE

**BYLINE:** Compiled by reporter Susan H. Thompson, who can be reached at [sthompson@tampatrib.com](mailto:sthompson@tampatrib.com) or (813) 259-7951.; For more health news go to [TBO.com](http://TBO.com) and click the Health channel.

**BODY:**

How To Get A Safe Manicure

A South Carolina woman who sued The Breakers hotel in Palm Beach over a bad manicure won an \$850,000 judgment, reports The Palm Beach Post.

The woman claimed she got a staph infection from unsanitary tools. The hotel says it will fight the verdict.

Meanwhile, the Post offers these manicure safety tips:

Bring your own tools, such as clippers and files.

Never let a nail technician cut your cuticles.

Bring your own nail polish.

To Create Change, Have A Plan

Good intentions won't bring a better diet or get you out on the walking trail.

For that, you'll need more than simple motivation, says Joshua Klapow, a psychologist at the University of Alabama at Birmingham.

The key is to understand how to make behavior changes, he says.

To develop good health habits, change your environment to increase chances of also changing your behavior.

He recommends these steps:

Be specific in defining desired behavior, such as walking three times a week for 20 minutes.

Identify barriers.

Make changes.

Follow your plan for several weeks to create a good baseline habit.

Slow Down, Relax, Don't Eat So Much

That **grab-and-go** eating style, when you're so busy that bolting through a fast-food drive-through is the only way to eat lunch, could add inches to your waistline.

**KEL 000324**

Diners can boost their calorie intake by 56 percent when they eat calorie-dense foods in super-sized portions, says a new Penn State study.

"In practical terms, the study shows that big portions of high-calorie foods put people at greater risk of overeating than big portions alone," says Penn State nutrition researcher Barbara Rolls.

"If you like big portions, stick to water-rich foods that don't have too much fat."

**GRAPHIC:** PHOTO (C)

**NOTES:** PULSE TO-YOUR-HEALTH

**LOAD-DATE:** October 29, 2003

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Copyright 2003 Chicago Tribune Company  
Chicago Tribune

October 22, 2003 Wednesday  
North Final Edition

**SECTION:** GOOD EATING ; ZONE N; CHEAP EATS. WHERE TO EAT FOR LESS THAN \$13 AN ENTREE. ;  
Pg. 3

**LENGTH:** 469 words

**HEADLINE:** NorthPoint Cafe & Grill \*\*

**BYLINE:** By Judy Hevrdejs, Tribune staff reporter.

**BODY:**

(2 forks)

2234 W. North Ave.

773-395-1111

Hours: 7:30 a.m.-8:30 p.m. Mon.-Sat., 9:30 a.m.-3 p.m. Sun.

Credit cards: M, V

Noise factor: Conversation-friendly

First impressions

You could easily cruise by this yellow-and-green painted eatery, dismissing it as just another hot dog and burger joint. You would be making a mistake. True, NorthPoint's first incarnation was as a fast-food eatery--and there still are hot dogs, burgers, pizza, gyros, etc. on its menu. But today the neat, tiny restaurant salutes the once-Polish stronghold to its east and the expanding Hispanic neighborhood to the west with a much more varied menu. The interior, transformed by the current owners, has walls painted terra cotta, upscale lighting fixtures and a fireplace.

On the plate

Let's see, there is a cook who once worked at that late, great Polish eatery, the Busy Bee. And, we're told there are a couple cooks from Mexico and one from Pakistan. That explains the menu that is a global **grab-and-go** feast, with dishes ranging from bigos, cabbage rolls and tripe soup to tacos, burritos, quesadillas and eggs with chorizo. You'll also find Caesar salad, a grilled portobello burger, omelets, Philly cheese steak and a BLT. Though fast-food fare dominates the menu (and soft drinks arrive in paper cups), the ambience and cooked-to-order foods (plus hefty, old-fashioned java mugs) give NorthPoint more of a coffee shop feel.

At your service

The wait staff is attentive and happy to explain any dishes that may puzzle.

Second helpings

The pierogi boast a good tender dough, yummy interiors (mushroom and potato were our favorites) plus a topping of lightly grilled onions. A similar mushroom filling shows up in the four tiny dumplings floating in the rich, ruby red broth of the beet borscht. A hearty, tasty goulash is served over a thin potato pancake, while two beef rolls--with carrots and onions tucked inside--arrive with a scoop of mashed potatoes, a mild beef gravy and a side of shredded beets. The

huevos rancheros had three nicely cooked eggs set on a crisp tortilla, a hefty spoonful of fresh tomato sauce plus a side of refried beans, seasoned rice and a few hot flour tortillas.

Take a pass

We love those Mexican sandwiches called tortas and would have loved the NorthPoint version--we had steak; there's also chicken--if the classic torta roll had a bit more crustiness and heft.

Thirst quenchers

Everything from milkshakes to beer, wine, mixed drinks and energy drinks.

Price range

Appetizers, \$2.25-\$4.50; salad and sandwiches, \$1.75-\$5.75; main courses, \$4.50-\$8.95; side dishes, \$1.25-\$2.25; desserts, \$1-\$5.25; drinks, \$1.35-\$4.

Reviews are based on anonymous visits by Tribune Co. staff members. The meals are paid for by the Tribune.

Ratings key: 4 forks, don't miss it; 3 forks, one of the best; 2 forks, very good; 1 fork, good

**GRAPHIC: PHOTOS** (color): Owner Anna Zaskowski of NorthPoint Cafe & Grill, which serves a global mix of foods ranging from quesadillas to pierogi and borscht (below). Photos for the Tribune by Peter Thompson.

PHOTOS 2

**LOAD-DATE:** October 22, 2003

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The Kansas City Star

October 22, 2003 Wednesday 1 EDITION

**SECTION:** C; Pg. 5**LENGTH:** 552 words**HEADLINE:** Wal-Mart reach widens;  
Retailer opening 2 grocery markets in Overland Park**BYLINE:** By JOYCE SMITH The Kansas City Star**BODY:**

A Wal-Mart Neighborhood Market in the 103 Metcalf Shopping Center is one of two the chain is opening today in Overland Park. The other is in the Glenwood Plaza at 9000 Metcalf Ave. The 40,000-square-foot stores devote about two-thirds of their inventory to groceries.

The world's No. 1 discounter is expanding its beachhead in the area supermarket scene, posing new competition for grocery operators.

Wal-Mart is opening two 24-hour Wal-Mart Neighborhood Markets today less than two miles apart in Overland Park. The stores are in the Glenwood Plaza at 9000 Metcalf Ave. and the Metcalf 103 shopping center at 10303 Metcalf Ave.

A third store in Johnson County is under construction at 75th Street and Nieman Road and is expected to open by summer. The stores will have about 85 employees each.

"Our customers come in to get what they need and get out in a timely fashion and get back to their busy lives," said Evan Tier, store manager at the Glenwood Plaza Neighborhood Market. "Our customers aren't fighting lines because we are on a smaller scale. It's a huge convenience for our customers."

At just over 40,000 square feet, the Neighborhood Markets are about half the size of traditional supermarkets but offer the most popular grocery items, including produce, deli foods, fresh meats and dairy items, frozen seafood, general merchandise and health and beauty aids.

The stores also have drive-through pharmacies and offer half-hour photo service. "Grab-N-Go" sections just inside the front doors allow customers to grab doughnuts, pastries, coffee or fountain drinks and drop their money in honor-system boxes to bypass checkout lines.

The Neighborhood Markets, which devote about two-thirds of their inventory to groceries, are designed to supplement Wal-Mart supercenters, which devote about one-third of their stock to groceries. They will compete with supermarkets and convenience stores.

Since introducing the concept five years ago in its hometown of Bentonville, Ark., Wal-Mart has taken a conservative approach with Neighborhood Markets, opening just a few each year, compared with about 230 of its supercenters. The company has 56 Neighborhood Markets in eight states.

But with sales exceeding projections, Wal-Mart is being more aggressive in its roll-out. During the current fiscal year, which will end Feb. 1, the company will open 25 of the stores. But it could open as many as 30 in the next fiscal year.

KEL 000328



## Wal-Mart reach widens;Retailer opening 2 grocery markets in Overland Par

Wal-Mart's nonunion workers help keep labor costs low, as much as 25 percent lower than some union supermarket chains across the country, industry experts say.

In other markets, some competing grocers are seeking to cut the medical costs and pay raises of union employees, which contributed to the recent strikes of 10,000 United Food & Commercial Workers members in St. Louis and 70,000 supermarket workers in Southern California.

Keith Morris, spokesman for Wal-Mart, declined to comment on the strikes, saying Wal-Mart preferred to focus on ways it could better serve its customers.

"We're internally driving the costs out of the business so we can pass the costs on to customers from our transportation network - we have our own fleet of vehicles, distribution centers - to computer networks that link all of the stores instantly," Morris said.

**LOAD-DATE:** October 22, 2003

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Progressive Grocer

October 15, 2003

**LENGTH:** 104 words

**HEADLINE:** Sample menu

**SOURCE:** Print

**BODY:**

The deli kitchen

The deli kitchen

Deli salads

Potato/pasta salads

Vegetable/grain salads

Entree salads

Roasted chicken salad

Shrimp salad

Poached salmon Caesar salad

Hot foods

Soups, poppers, and onion rings

Meat loaf and mashed potatoes

Lasagna and green beans

Fried chicken and home fries

Red beans and rice

Deli sandwiches

Traditional bread sandwiches

Italian hot subs and melts

Hot sandwiches: sloppy joe, fried fish, fried chicken cutlet

Chilled **grab-n-go**

Chicken pot pie

Take-and-bake pizza

Beef and bean enchiladas

Broccoli and cheddar quiche

Macaroni and cheese

**KEL 000330**

Twice-baked potatoes

**LOAD-DATE:** November 22, 2003

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Business and Industry  
Stagnito's New Products Magazine

October 2003

**SECTION:** Vol. 3 No. 10

**ACC-NO:** 4199497

**LENGTH:** 70 words

**HEADLINE:** Old Home Foods.

**HIGHLIGHT:**

News Briefs

**BODY:**

Old Home Foods, Minneapolis, recently introduced Old Home Yogurt Smoothies, which target today's busy consumers seeking a healthy snack alternative in a convenient **grab-and-go** bottle. Old Home Yogurt Smoothies are located in the dairy case and come in five fruit flavors: Strawberry, Raspberry, Peach, Orange Creme and Strawberry Banana. Copyright 2003 Stagnito Publishing Company Copyright 2003 Stagnito Publishing Company49

**LOAD-DATE:** February 4, 2005

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The Tennessean

October 1, 2003 Wednesday 1st Edition

**SECTION:** BUSINESS; Pg. 3E**LENGTH:** 457 words**HEADLINE:** LOCAL BUSINESS**BYLINE:** STAFF**BODY:**

Wal-Mart set to open Neighborhood Market

Nashville's first Wal-Mart Neighborhood Market is scheduled to open next Wednesday, offering customers such amenities as a hot pizza oven, along with coffee and doughnuts sold on the honor system. The store is at 5531 Edmondson Pike in the Nippers Corner area of southeastern Davidson County.

The Neighborhood Market stores, which the giant discount retailer introduced about five years ago, are about 40,000 square feet in size, similar to a small Wal-Mart store but about one-fifth the size of a supercenter. Wal-Mart's foray into the Midstate grocery market is likely to ratchet up competition in an already heated market.

One Wal-Mart strategy is to stress convenience.

A **Grab-N-Go** bar will be just inside the Edmondson Pike store's front doors, allowing customers to snag a pastry and a drink, then drop their money into an honor-system box. The store also will include a half-hour photo processing lab and six self-checkout lanes. About 90 people will be employed at the market.

At the store's grand opening, set for 7:30 a.m., Wal-Mart associates will contribute \$21,000 to area nonprofit groups as part of the company's Good Works community involvement program.

- KATHY CARLSON

U.S. Army Reserve plans Nashville center

The U.S. Army Reserve is planning to build an \$8.95 million Nashville Reserve Center, which will include a training facility, an organizational maintenance shop, an assembly hall, offices, locker rooms, shower rooms, classrooms and a lobby.

The facility will be on Bell Road just south of the Percy Priest Shopping Center.

The Army Reserve plans to have the contract up for bid later this year. It hopes to break ground in early 2004 and complete the facility by 2006.

Full story at [www.tennessean.com/growth](http://www.tennessean.com/growth).

- SUZANNE NORMAND BLACKWOOD

Shopping center gains commission's approval

The Metro Planning Commission has approved Willowbrook Marketplace, a shopping center that will be built on land bordered by Briley Parkway, Thompson Lane and Interstate 24.

A Kroger will anchor the center. The project coordinator is hoping to begin construction as soon as possible.

KEL 000333

Full story at [www.tennessean.com/growth](http://www.tennessean.com/growth).

- KAREN JORDAN

2 new Foodland stores are on Nolensville Pike

Foodland has opened two stores at former H.G. Hill locations. The stores, at 3905 Nolensville Pike and 5445 Nolensville Pike, opened under the new name last week.

The new owners say they do not plan to make many changes - aside from lower prices.

"Basically everything stays the same," said owner Tim Osborne. "The personnel is still the same. We felt we could offer customers in the area a better operation."

Full story at [www.tennessean.com/growth](http://www.tennessean.com/growth).

- KAREN JORDAN

**LOAD-DATE:** October 16, 2003

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Palladium-Item (Richmond, IN)

September 28, 2003 Sunday

**SECTION:** LOCAL; Pg. 1B

**LENGTH:** 343 words

**HEADLINE:** Program focuses on health issues

**BYLINE:** Heather Wright, Freelance OK

**BODY:**

WOW: Reid Hospital instigates 'Women on Wednesdays' group

For the Palladium-Item

Some call it "Women on Wednesdays" and some just say "W.O.W." to describe a new program that will be offered at Reid Hospital starting Wednesday.

Directed by Nancy Wilson, vice president of Reid Hospital and Health Care Services, the program will give women a chance to become more informed about issues regarding health.

"Women are the health care decision makers," Wilson said. "They look out for their children and remind their spouses. We hope that they will be able to receive useful information and maybe even take it back to the men in their lives."

"Women on Wednesdays" will take place on from 9 a.m. to 2 p.m. on the first Wednesday each month in the hospital's main lobby.

A come-and-go health fair on a specific monthly topic, the program will include professionals to answer questions, free health screenings, giveaways and drawings, a "grab-and-go" lunch, and more.

"Women on Wednesdays" will give women in the community an opportunity to become more involved in Reid Hospital and its services.

"We want them to be aware of the services provided and experts that are available here," said Kris Ankeny, the hospital's clinic nutrition manager. "We want to expose them to the hospital not just when they are sick. It's a community service, that's the main thing. It's at no cost and it is to provide a service to the community."

Wilson and Ankeny encourage attendance and feedback on the program described as a "changing process."

"We want their input," Wilson said.

Heather Wright is an intern for the Palladium-Item. She is a senior at Northeastern High School in Fountain City.

If you go

What: "Women on Wednesdays," a program for women on the topic of cancer

When: 9 a.m.-2 p.m. first Wednesday of each month

Where: Main lobby, Reid Hospital, 1401 Chester Blvd.

Cost: Free

Contact: Nancy Wilson, (765) 983-3000

Program focuses on health issues Palladium-Item (Richmond, IN) September

nTopics: Cancer and cancer prevention, October; diabetes, November; stress management, December; weight management, January

**LOAD-DATE:** October 1, 2003



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Saint Paul Pioneer Press (Minnesota)

September 26, 2003 Friday CITY EDITION

**SECTION:** EAT!; Pg. F4**LENGTH:** 422 words**HEADLINE:** COOKBOOK CATERS TO BUSY FAMILIES**BYLINE:** SYLVIA RECTOR, Knight Ridder News Service**BODY:**

Hey, all you frazzled working parents: Stay-at-home mom Kathleen Cannata Hanna feels your pain. More important, she's done something about it.

The Williamston mother of two has published a 327-page softcover cookbook called "Got 2 Go: Feeding Families Fast" (Gotago, \$18.95), for people who have to feed hungry, picky kids -- and themselves -- quickly, realistically, nutritiously and on a budget.

It's a subject Hanna knows well, because that's life at her house, too, especially when school's in session.

Her sixth-grade daughter, Lisa, takes piano and oboe lessons, plays in the band, sings in the choir, participates in swim team, hopes to be in the middle school play and is a Girl Scout.

Seventh-grader Joe takes trumpet lessons and plays in the school band, is trying out for jazz band, does swim team and cross-country and is a Boy Scout.

"It's a management game to remember, at all times, where your kids need to be. ... You budget your time, just like you budget your money. I know we have to be fed, and there has to be food on the table," says Hanna, whose Ohio State University degree in architecture honed her focus and organizational skills.

Her book's 300-plus recipes are arranged in practical categories ranging from **grab-and-go** foods to eat in the car, to 15-minute, 30-minute and one-dish meals. They rely mainly on common pantry staples and good-quality convenience products. Vegetables show up frequently in ways designed to be child-friendly, and many dishes use the Mexican, Asian and Italian flavors most kids enjoy.

In short, these aren't cutting-edge, haute-cuisine recipes. They're the tasty, relatively familiar dishes people would like to make for the family.

**BUTTERSCOTCH CRUNCH**

For variety, substitute blanched peanuts for dry roasted peanuts and cocoa rice cereal for plain rice cereal.

Makes: 25 squares.

1 cup butterscotch chips

1/2 cup creamy or crunchy peanut butter

1 cup crispy rice cereal

1 cup dry roasted peanuts

In large microwaveable bowl, combine chips and peanut butter. Microwave on high for 30 seconds, stir well. Continue to microwave on high for 30 seconds at a time until melted and combined. Add crispy rice cereal and peanuts. Mix well. Pour into 8-by-8-inch baking pan. Refrigerate until firm. Cut into 25 squares.

Nutrition information: One serving provides 106 calories (61 percent from fat), 7 grams fat (3 grams sat. fat), 8 grams carbohydrate, 3 grams protein, 39 milligrams sodium, 0 cholesterol, 8 milligrams calcium, 1 gram fiber.

**LOAD-DATE:** August 16, 2005

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The San Luis Obispo Tribune

September 24, 2003 Wednesday TRIBUNE EDITION

**SECTION:** FOOD; Pg. B5**LENGTH:** 463 words**HEADLINE:** MORSELS**BODY:****'Feeding Families Fast' offers kid-friendly ideas**

For all you frazzled working parents out there, stay-at-home mom Kathleen Cannata Hanna feels your pain. More important, she's done something about it.

She published a 327-page softcover cookbook called "Got 2 Go: Feeding Families Fast" (Gotago, \$18.95) for people who have to feed picky kids -- and themselves -- quickly, realistically, nutritiously and on a budget.

Her book's 300-plus recipes are arranged in practical categories ranging from **grab-and-go** foods to eat in the car, to 15-minute, 30-minute and one-dish meals. They rely mainly on pantry staples and quality convenience products.

Vegetables show up frequently in ways designed to be child-friendly, and many dishes use the Mexican, Asian and Italian flavors most kids enjoy.

These aren't cutting-edge recipes. They're the tasty, relatively familiar dishes people would like to make for the family without having to write meal plans or search for odd ingredients.

Play nutrition games

Q: What kind of beans have landed on the moon?

A: Human beans.

Amusing nuggets such as this are part of the redesigned nutritionexplorations.org's effort to make learning about nutrition more fun. I-SITE, a Philadelphia consulting firm, and the National Dairy Council, have teamed up to create the online resource.

The site's "Feed the Monster" nutrition game is among its most popular components. Players cast a selection of foods into Mungo's mouth and earn points for answering questions about what the monster is eating. Players can even post their scores online, encouraging friendly competition and more learning about nutrition.

Another site favorite is the "Make-A-Shake" virtual blender. Players fill a blender with a variety of foods to make shakes, including strawberries, bananas, peanut butter and honey.

Milk, the essential ingredient in every shake, must be added before the blending can begin. Once the perfect personalized shake has been whipped up, the recipe can be printed, along with serving instructions and nutrition information.

Creative PB&J contest

Does your child have a unique combo of peanut butter and jelly? Jif wants to know.

Children ages 6 to 12 are encouraged to send in their recipes by Dec. 1 to Jif's Most Creative Peanut Butter Sandwich Contest for Kids, c/o Cohn & Wolfe, 292 Madison Ave., Floor 8, New York, NY 10017. Entry forms can also be printed online at [www.jif.com](http://www.jif.com).

Winning entries could land savings bonds worth up to \$5,000.

Last year's winner was a toasted cinnamon bread sandwich filled with heaping spoonful of Jif, topped with banana and mandarin orange slices, pineapple chunks and garnished with pomegranate seeds and grated ginger.

-- Lee Sutter and Tribune wire services

**LOAD-DATE:** August 16, 2005

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 Charlotte Observer (North Carolina)

August 27, 2003 Wednesday ONE-THREE EDITION

SECTION: FOOD; KATHLEEN PURVIS - FOOD BITES; Pg. 1E

LENGTH: 511 words

HEADLINE: SCHOOL LUNCH IDEAS: THINK INSIDE THE BOX

BYLINE: KATHLEEN PURVIS, Staff Writer

**BODY:**

When it comes to the battle for kids' minds - and stomachs - you've got to fight fire with fire. Charlotte-Mecklenburg's new elementary school lunch item is off to a good start.

The boxed lunches that start Tuesday have popular kid foods, like pizza and nachos, in healthier versions that meet the Mecklenburg County Health Department's Winner's Circle criteria. They've got a good price, \$2, same as a hot lunch and considerably cheaper than the convenience foods some kids bring. Three out of four on a sample list were even vegetarian.

And they've got a catchy name: Munch Boxes. The better to get them off Lunchables, my dear.

CMS nutritionist Amy Harkey tested Munch Boxes at seven elementary schools and a middle school last year, and response was good. (Well, not at the middle school. Older kids have too many choices.)

Principals told Harkey that kids would never go for pizza on a whole wheat hoagie, "but darned if they didn't," she said proudly.

Each day's Munch Box has a fruit, vegetable, grain and protein. Some come with juice, or kids can get milk, preferably skim or low-fat chocolate.

If you want to see color pictures of Munch Boxes, go to [www.cms.k12.nc.us](http://www.cms.k12.nc.us). If this works, somebody should give Harkey a gold star.

\*

## Shopping around

A few notes from Harris Teeter's party last week to open the shiny uptown store:

The award for "best presentation of a hot hors d'oeuvre" goes to grilled beef skewers with tasty bits of charred orange. The skewers and noodles were in Chinese takeout boxes with chopsticks.

The sparkling-wine display, with a good selection of bottles between \$10 and \$15, is right behind the bouquets at the front door. What a concept: **grab-and-go** date night.

Best built-in sobriety test: the stairs from the second level of the wine department. Police could probably skip checking drivers leaving uptown clubs. Just stand at the stairs on Friday nights and see who makes it in heels.

A sign in the wine section notes that a line of new \$3.99 California wines will debut in all Harris Teeters after Labor Day - Oak Creek's cabernet sauvignon, merlot and chardonnay. The price reminded me of Two Buck Chuck, the cheap-but-decent wine that's sweeping California.

"That's exactly the concept," agreed Ed Cook, marketing manager for wine and beer.

## SCHOOL LUNCH IDEAS: THINK INSIDE THE BOX Charlotte Observer (North Carol

Speaking of bucks, Phillip Buck of Something Classic gave me a recipe tip:

Make a half-and-half mixture of Classic's Spicy Pimento Cheese and black-eye pea salad, Southern Caviar. Microwave a minute or two and serve it as a dip.

I tried it for lunch the next day. It's weirdly tasty, like an upscale version of that Velveeta and Ro-Tel tomato dip.

What led him to put those two together? "Way too much time on my hands."

The store is in the building at Fifth & Poplar. But it's at Sixth and Pine. Thus continuing a fine old Charlotte tradition of confusion that dates back to the route of Queens Road.

\*

Kathleen Purvis: The Observer, P.O. Box 30308, Charlotte, NC 28230-0308; (704) 358-5236; cook-talk@charlotteobserver.com.

**LOAD-DATE:** August 28, 2003

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MIN'S B-TO-B

August 18, 2003

SECTION: Vol. 6, No. 32

LENGTH: 1469 words

HEADLINE: Food Service Publications: Success on a Silver Platter YTD 2003

**BODY:**

Performance among food service publications is echoing the nation's interest with dining out in this depressed economy. Stock prices for casual restaurant establishments are on shaky ground, and the trend is toward finer dining. Similarly, publications catering to the upper end of food service are doing better than the rank-and-file books.

Overall performance for the category is up (+5.72% ad pages YTD/+8.61% revenues TYD). Big winners so far include Specialty Food Magazine (+50.79%/+56.21%) and Fancy Food & Culinary Products (+34.52%/+22.77%). Meat Processing (+46.45%/+51.46%) and Meat & Poultry (+20.22%/+27.25%) also are doing well, perhaps mirroring the national fascination with high-protein diets.

On the low end of the scale, publications catering to the "grab and go" segment of food service were dealt a crushing blow. Biggest losers YTD include Convenience Store Decisions (-55.23%/-55.47%) and Beverage Aisle (-32.76%/-33.24%).

## FOOD SERVICE AD PAGES AND REVENUES (January -- June)

	YTD	YTD	
PUBLICATIONS	2003	2002	
1 BEVERAGE AISLE	118.5	179	
2 CANDY INDUSTRY	145.08	178.75	
3 CONVENIENCE STORE DECISIONS	233.17	478.25	
4 CONVENIENCE STORE NEWS	406.44	460.01	
5 CSP CONVENIENCE STORE PETROLEUM	563	320.42	
6 EVENT SOLUTIONS	173	183.17	
7 FANCY FOOD & CULINARY PRODUCTS	70.25	46.31	
8 FOOD MANAGEMENT	392.25	283.66	
9 FOOD MANUFACTURING	89.08	65.32	
10 FOOD PROCESSING	282.08	224.58	
11 FOOD PRODUCT DESIGN	397.25	376.26	
12 FOODSERVICE EQUIPMENT&SUPPLIES	212.83	214.17	
13 FROZEN FOOD AGE	206.31	239.53	
14 GOURMET NEWS	101.98	118.53	
15 GOURMET RETAILER THE	487.58	467.45	
16 GROCERY HEADQUARTERS	404.75	404.58	
17 ID SALES PRO	124.25	176.92	

KEL 000343

Food Service Publications: Success on a Silver Platter YTD 2003 MIN'

18 MEAT & POULTRY	218.58	191.83
19 MEAT PROCESSING	318.17	237.26
20 NATIONAL PROVISIONER	387.92	356.58
21 NATION'S RESTAURANT NEWS	1,137.29	956.52
22 NEW PRODUCTS MAGAZINE	179.42	162.03
23 PRIVATE LABEL BUYER	200.79	168.75
24 PROGRESSIVE GROCER	409.69	397.54
25 REFRIGERATED & FROZEN FOODS	193.92	177.33
26 RESTAURANT BUSINESS	511	586.5
27 RESTAURANT HOSPITALITY	390.08	341.96
28 RESTAURANTS & INSTITUTIONS	659.75	689.86
29 SPECIAL EVENTS	257.08	273.5
30 SPECIALTY FOOD MAGAZINE	183.66	132.92
31 SUPERMARKET NEWS	814.79	562.68
Totals	10,269.93	9,652.16

	% Chg.	% Chg.
PUBLICATIONS	YTD	JUNE#
1 BEVERAGE AISLE	-33.8	-38.24
2 CANDY INDUSTRY	-18.83	-55.96
3 CONVENIENCE STORE DECISIONS	-51.25	-15.6
4 CONVENIENCE STORE NEWS	-11.65	-11.17
5 CSP CONVENIENCE STORE PETROLEUM	75.71	207.17
6 EVENT SOLUTIONS	-5.55	-9.7
7 FANCY FOOD & CULINARY PRODUCTS	51.69	140.56
8 FOOD MANAGEMENT	38.28	85.24
9 FOOD MANUFACTURING	36.38	54.47
10 FOOD PROCESSING	25.6	15.8
11 FOOD PRODUCT DESIGN	5.58	-6.61
12 FOODSERVICE EQUIPMENT&SUPPLIES	-0.62	-7
13 FROZEN FOOD AGE	-13.87	-39.53
14 GOURMET NEWS	-13.96	-40.9
15 GOURMET RETAILER THE	4.31	2.63
16 GROCERY HEADQUARTERS	0.04	-4.93
17 ID SALES PRO	-29.77	-55.53
18 MEAT & POULTRY	13.94	-13.95
19 MEAT PROCESSING	34.1	-1.58
20 NATIONAL PROVISIONER	8.79	7.69
21 NATION'S RESTAURANT NEWS	18.9	30.04
22 NEW PRODUCTS MAGAZINE	10.73	15.99
23 PRIVATE LABEL BUYER	18.99	69.94
24 PROGRESSIVE GROCER	3.06	-3.82
25 REFRIGERATED & FROZEN FOODS	9.35	25.45
26 RESTAURANT BUSINESS	-12.87	-19.26
27 RESTAURANT HOSPITALITY	14.07	4.87
28 RESTAURANTS & INSTITUTIONS	-4.36	20.85
29 SPECIAL EVENTS	-6	-28.05
30 SPECIALTY FOOD MAGAZINE	38.18	-0.51
31 SUPERMARKET NEWS	44.81	50.18
Totals	6.4	9.66

	\$\$\$	\$\$\$
PUBLICATIONS	2003	2002
1 BEVERAGE AISLE	838,486	1,274,000
2 CANDY INDUSTRY	883,007	1,093,733



## Food Service Publications: Success on a Silver Platter YTD 2003 MIN'

3	CONVENIENCE STORE DECISIONS	2,636,216	5,461,670
4	CONVENIENCE STORE NEWS	5,383,848	6,135,593
5	CSP CONVENIENCE STORE PETROLEUM	5,758,388	3,119,689
6	EVENT SOLUTIONS	667,187	1,216,791
7	FANCY FOOD & CULINARY PRODUCTS	564,863	401,799
8	FOOD MANAGEMENT	3,683,520	2,672,712
9	FOOD MANUFACTURING	1,166,340	850,318
10	FOOD PROCESSING	2,330,364	1,804,885
11	FOOD PRODUCT DESIGN	2,485,196	2,263,971
12	FOODSERVICE EQUIPMENT&SUPPLIES	1,978,839	1,886,496
13	FROZEN FOOD AGE	1,283,048	1,487,388
14	GOURMET NEWS	990,408	1,095,643
15	GOURMET RETAILER THE	4,097,275	3,634,777
16	GROCERY HEADQUARTERS	4,620,245	4,217,112
17	ID SALES PRO	1,146,536	1,332,823
18	MEAT & POULTRY	1,179,284	977,217
19	MEAT PROCESSING	2,021,823	1,455,275
20	NATIONAL PROVISIONER	2,153,316	1,929,075
21	NATION'S RESTAURANT NEWS	19,437,202	15,703,932
22	NEW PRODUCTS MAGAZINE	1,249,792	1,127,779
23	PRIVATE LABEL BUYER	1,428,462	1,152,260
24	PROGRESSIVE GROCER	5,899,939	5,466,598
25	REFRIGERATED & FROZEN FOODS	1,287,842	1,155,660
26	RESTAURANT BUSINESS	8,314,148	9,534,970
27	RESTAURANT HOSPITALITY	5,093,053	4,565,441
28	RESTAURANTS & INSTITUTIONS	9,875,416	9,739,723
29	SPECIAL EVENTS	1,685,128	1,715,904
30	SPECIALTY FOOD MAGAZINE	1,085,812	763,185
31	SUPERMARKET NEWS	13,922,593	9,555,803
	Totals	115,147,574	104,792,222

% Chg. % Chg.

PUBLICATIONS	YTD	JUNE#
1 BEVERAGE AISLE	-34.18	-38.24
2 CANDY INDUSTRY	-19.27	-56.76
3 CONVENIENCE STORE DECISIONS	-51.73	-19.21
4 CONVENIENCE STORE NEWS	-12.25	-13.69
5 CSP CONVENIENCE STORE PETROLEUM	84.58	230.19
6 EVENT SOLUTIONS	-45.17	-47.45
7 FANCY FOOD & CULINARY PRODUCTS	40.58	140.08
8 FOOD MANAGEMENT	37.82	83.97
9 FOOD MANUFACTURING	37.17	32.5
10 FOOD PROCESSING	29.11	21.34
11 FOOD PRODUCT DESIGN	9.77	-2.78
12 FOODSERVICE EQUIPMENT&SUPPLIES	4.89	-2.27
13 FROZEN FOOD AGE	-13.74	-41.08
14 GOURMET NEWS	-9.6	-37.45
15 GOURMET RETAILER THE	12.72	8.26
16 GROCERY HEADQUARTERS	9.56	2.91
17 ID SALES PRO	-13.98	-45.86
18 MEAT & POULTRY	20.68	-7.99
19 MEAT PROCESSING	38.93	2.63
20 NATIONAL PROVISIONER	11.62	12.1
21 NATION'S RESTAURANT NEWS	23.77	36.96
22 NEW PRODUCTS MAGAZINE	10.82	4.5

## Food Service Publications: Success on a Silver Platter YTD 2003 MIN'

23 PRIVATE LABEL BUYER	23.97	74.23
24 PROGRESSIVE GROCER	7.93	1.42
25 REFRIGERATED & FROZEN FOODS	11.44	27.74
26 RESTAURANT BUSINESS	-12.8	-19.21
27 RESTAURANT HOSPITALITY	11.56	1.86
28 RESTAURANTS & INSTITUTIONS	1.39	28.98
29 SPECIAL EVENTS	-1.79	-26.16
30 SPECIALTY FOOD MAGAZINE	42.27	0.67
31 SUPERMARKET NEWS	45.7	52.58
Totals	9.88	16.02

\$\$\$ = Revenue figures are in thousands of dollars. # = JUNE: percentage of growth (or loss) in that month alone. Source: CMR, (New York, NY) Go to <http://www.nonline.com/crm.htm> for CMR methodology for reporting box score data

**LOAD-DATE:** August 20, 2003

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Nation's Restaurant News

July 28, 2003

**SECTION:** No. 30, Vol. 37; Pg. 74; ISSN: 0028-0518**IAC-ACC-NO:** 106142602**LENGTH:** 2007 words**HEADLINE:** Bakery-cafe chains expand menus, benefit from 'healthy' image; Special Report: Second 100.**BYLINE:** Frumkin, Paul**BODY:**

While Panera Bread Co. marks its second year since graduating to the ranks of the Top 100, the fast-casual chain continues to cast a large shadow over the remaining four players in the Second 100's bakery-cafe segment.

With 2002 systemwide sales totaling \$ 688 million, Richmond Heights, Mo.-based Panera is approaching the combined sales results of Au Bon Pain, Bruegger's Bagels, Corner Bakery Cafe and Einstein Bros. Bagels, which together generated \$ 853.9 million for the year.

"Panera Bread is sucking up a lot of oxygen from the segment," observes Malcolm M. Knapp, president of Malcolm M. Knapp Inc., a New York-based foodservice consultancy. "They have a model that works, and they're delivering quality that people want. If you were looking to franchise [in the bakery-cafe segment], who would you go with?"

Roger Lipton, president of Lipton Financial Services in New York, agrees, adding, "As a direct competitor, Panera keeps widening the gap."

The Panera juggernaut notwithstanding, the bakery-cafe chains in the Second 100 are working to extend their reach by targeting discontented quick-service customers through more diverse and flavorful menu items, improved service and more sophisticated store designs.

Several chains also are attempting to leverage consumer perception that their menus are more healthful than those of their quick-service competitors. "Overall, the bakery-cafe segment benefits from having healthy connotations," says Nancy Hampton, vice president of marketing for Brinker International's Corner Bakery Cafe. "It's a halo for everybody in the category."

Boston-based Au Bon Pain, which Compass Group PLC owns, introduced touch-screen kiosks in 90 of its 130 company outlets that provide customers with a nutritional breakdown of every item available. "The computerized kiosks allow customers to access data on cholesterol, protein fiber, calories and other nutritional information rapidly," according to Jim Fisher, vice president of marketing.

Au Bon Pain, which is celebrating its 25th anniversary, also is rolling out a new decor package designed to inject energy into the outlets. The remodeling includes more shelving for **grab-and-go** customers and a blue and yellow color pattern that evokes the South of France. Seventy of the 130 company-owned units should be remodeled by the end of 2003.

As part of the strategy to build customer frequency, Au Bon Pain is focusing on hospitality and service, which internal measurements show have improved 75 percent over the last two years. Regular new product launches, including salads and wraps containing lower cholesterol and calories, have been introduced.

KEL 000347

## Bakery-cafe chains expand menus, benefit from 'healthy' image;

Strategic menu extensions also are helping bakery-cafe chains grow. Golden, Colo.-based Einstein Bros. Bagels has expanded well beyond the breakfast daypart by offering new lines of hot entrees, soups and sandwiches -- notably four new panini sandwiches on ciabatta bread that are expected to be available systemwide by September.

Ed McPherson, Einstein's chief marketing officer, adds that Einstein will "emphasize its baking heritage" by adding a full complement of artisanal breads to its menu by 2004.

In addition, Einstein is expanding through several key partnerships. The chain has opened kiosks in 90 Super Target stores and 27 nontraditional outlets in airports, universities and hospitals. It also teamed up with in-flight caterer LSG Sky Chefs, which is featuring Einstein-branded products on some 300 flights.

Einstein Bros. Bagels has expanded beyond the breakfast daypart by offering new lines of hot entrees, soups and sandwiches.

Einstein is owned by New World Restaurant Group Inc., which also owns Noah's New York Bagels, Manhattan Bagels and Chesapeake Bagel Bakery brands. The financially troubled New World recently completed a debt refinancing when it closed on \$ 160 million of senior secured notes due in 2008.

As Brinker's 82-unit Corner Bakery Cafe continues its expansion into more suburban locations, the chain is rolling ahead with the service upgrades it began last year. The new service style allows customers to order from menu boards at the counter, get a beverage from a self-service counter and take a seat. A staff member then delivers the order to the table.

"All of the new stores have this service style," Hampton says. "And we're going back and making modifications in existing stores."

Corner Bakery, which has been adding about 12 new units each year, also continues to broaden its menu. Its new entree salads and grilled Italian-style panini line have performed well for the brand, Hampton says. Two new entree salads -- chopped salad and harvest chicken salad -- have proved to be particularly successful, she says. And a hot panini breakfast sandwich has helped to drive traffic during the early daypart.

## BAKERY-CAFE CHAINS RANKED BY U.S. SYSTEMWIDE SALES

		U.S. Systemwide Foodservice Sales (By Fiscal Year, in Millions)		
Latest- Year Rank	Prec.- Year Rank	Chain	Fiscal Year End	Latest *
1	1	Einstein Bros. Bagels	Dec. '02	\$ 311.7
2	2	Au Bon Pain	Dec. '03	203.1
3	4	Corner Bakery	June. '03	186.0
4	3	Bruegger's Bagel Bakery	Dec. '02	153.1

U.S. Systemwide Foodservice

KEL 000348

## Bakery-cafe chains expand menus, benefit from 'healthy' image;

Sales  
(By Fiscal Year, in  
Millions)

Latest- Year	Prec.- Year	Chain	Preceding	Prior
1	1	Einstein Bros. Bagels	\$ 299.8	\$ 300.0
2	2	Au Bon Pain	200.2	202.5
3	4	Corner Bakery	147.2	125.0
4	3	Bruegger's Bagel Bakery	164.7	170.0

\* Actual results estimates TOTAL: \$ 853.9 \$ 811.9 \$ 797.5 or projections

Source: NRN Research

## BAKERY-CAFE CHAINS RANKED BY U.S. SYSTEMWIDE SALES GROWTH

(Year-to-year percentage change)

Latest- Year	Prec.- Year	Chain	Fiscal Year	Latest VS. Preceding	Preceding VS. Prior
1	1	Corner Bakery	June '03	26.40	17.72
2	2	Einstein Bros. Bagels	Dec. '02	3.97	-0.07
3	3	Au Bon Pain	Dec. '02	1.45	-1.15
4	4	Bruegger's Bagel Bakery	Dec. '02	-7.03	-3.11

\* Actual results estimates or AVERAGE: 6.20 3.35 projections

Source: NRN Research

## BAKERY-CAFE CHAINS RANKED BY GROWTH IN NUMBER OF U.S. UNITS

(Year-to-year percentage change)

## Bakery-cafe chains expand menus, benefit from 'healthy' image;

Latest Year	Prec.- Year	Chain	Fiscal Year	End	Latest * VS.	Preceding VS. Prior
1	1	Corner Bakery	June '03	24.32	21.31	
2	3	Einstein Bros. Bagels	Dec. '02	6.22	-0.27	
3	2	Au Bon Pain	Dec. '02	-1.01	0.51	
4	4	Brueggers Bagel Bakery	Dec. '02	-5.04	-6.18	
AVERAGE:				6.12	3.84	

\* Actual results estimates or projections

Source: NRN Research

## BAKERY-CAFE CHAINS RANKED BY NUMBER OF U.S. UNITS

Latest- Year	Prec.- Year	Chain	Fiscal Year	Year-end Number of Units	End	Latest *
1	1	Einstein Bros. Bagels	Dec. '02	393		
2	2	Bruegger's Bagel Bakery	Dec. '02	245		
3	3	Au Bon Pain	Dec. '02	197		
4	4	Corner Bakery	June '03	92		
TOTAL:				927		

Latest- Year	Prec.- Year	Chain	Year-end Number of Units	Preceding	Prior
Rank	Rank	Chain			

## Bakery-cafe chains expand menus, benefit from 'healthy' image;

1	1	Einstein Bros. Bagels	370	371
2	2	Bruegger's Bagel Bakery	258	275
3	3	Au Bon Pain	199	198
4	4	Corner Bakery	74	61
		TOTAL:	901	905

\* Actual results estimates or projections

Source: NRN Research

IAC-CREATE-DATE: August 4, 2003

LOAD-DATE: August 05, 2003

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Product Alert

July 28, 2003

**SECTION:** Pg. 0 Vol. 33 No. 14 ISSN: 0740-3801

**ACC-NO:** 106159701

**LENGTH:** 190 words

**HEADLINE:** Earth's Best Tots Cereal Bars - Peanut Butter & Strawberry;  
Cherry;  
Strawberry Banana MANUFACTURER: Earth's Best, Inc. CATEGORY: 001 - Baby Food;  
Brief Article

**BODY:**

New Earth's Best Tots Cereal Bars are available in 8-count, 5.3 oz. (152g) boxes from Boulder, CO-based Earth's Best, Inc. The 0.67 oz. (19g) bars are offered in Peanut Butter & Strawberry, Cherry and Strawberry Banana flavors. The labels are flagged, "Excellent source of calcium, iron & zinc for toddlers - Made with organic wheat flour - Naturally flavored - Made with no genetically engineered ingredients."

Promotional literature states, "These cereal bars are wholesome to eat and perfect for growing kids to enjoy. They're also very convenient. They're bite sized so little mouths can eat them with ease, and each bar is individually wrapped to 'grab and go'... Our products are organic which means that they are produced without the use of potentially harmful synthetic pesticides, herbicides, fertilizers, artificial colors, preservatives, sugars, starches, fillers, and they do not contain genetically engineered ingredients (GEIs)." They are also said to contain a vitamin B complex, and no artificial flavors or hydrogenated oil. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

**LOAD-DATE:** August 5, 2003

**KEL 000352**



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Copyright 2003 The Times (Shreveport, LA)  
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The Times (Shreveport, LA)

July 27, 2003 Sunday

**SECTION:** FRONT; Pg. 9A**LENGTH:** 392 words**HEADLINE:** Bossier City project a part of L.A.-based company's vision**BYLINE:** David Westerfield, Staff**BODY:**

By David Westerfield The Times

Louisiana Riverwalk may be growing on the banks of the Red River, but the roots extend to the edge of the Pacific Ocean.

Los Angeles-based O&S Holdings works as a most active partner with Bossier City developer John Good Jr. in the \$150 million development - recruiting and signing tenants to fill the 750,000 square feet of space.

"This is one of the most dynamic entertainment/retail projects in the Gulf South," said Austin Bettar, director of leasing for O&S Holdings.

Started in 1992 by Kinko's founder Paul Orfalea and his cousin Gary Safady, the company now has a staff of 10 and owns 16 properties under the O&S name. Safady, managing partner for the company, came to Bossier City earlier this month for the Riverwalk ground-breaking.

Safady coordinates O&S development projects from concept through construction. He brokered more than 75 transactions for Kinko's in 30 states and worked as a senior commercial real estate appraiser for Curtis Rosenthal & Associates before that.

With its affiliates, O&S has developed and owns more than 80 properties in the United States, primarily traditional shopping centers.

They include The Marketplace at Palmdale, a retail center outside Los Angeles which features department stores like Target and Best Buy, restaurants, banks and other retailers. Safady received the first Mayor's Achievement Award for The Marketplace at Palmdale.

Louisiana Riverwalk is a key part of the company's venture into "new concepts which blend traditional retail with entertainment and dining."

O&S Holdings also:

- Breaks ground in about 18 months on "World Famous Bridge Street," an upscale 100-acre commercial development in Huntsville, Ala. Plans call for office space, apartments, restaurants, premium retail, a full-service hotel and a conference center.

- Breaks ground in two months on Foothill Crossing, a 300,000-square-foot shopping center east of Los Angeles.

- Developed Zodo's Bowling and Beyond, which includes a micro-brewery and casual dining. Zodo's is now open in Santa Barbara, Calif., and is coming to Louisiana Riverwalk.

- Invested in Chicago-based Fun Fresh Concepts, which distributes an exclusive line of refrigerated "Grab and Go" food products - chicken and rice, pasta, salads and sandwiches - sold under the Deli Dashers brand name.

KEL 000353

Bossier City project a part of L.A.-based company's vision The Time

**GRAPHIC:** Bass Pro Shops Outdoor World is scheduled to open Nov. 6 on the Bossier City riverfront as part of the Louisiana Riverwalk. The business will hire at least 250 employees. Shane Bevel, The Times

**LOAD-DATE:** July 29, 2003

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The Post-Crescent (Appleton, WI)

July 25, 2003 Friday

**SECTION:** BUSINESS; The Buzz; Pg. 6D**LENGTH:** 773 words**HEADLINE:** Fast food takes on new meaning in Neenah**BYLINE:** By Maureen Wallenfang, Post-Crescent staff writer**BODY:**

Think McDonald's without the burger, fries and drive-thru. Or better yet, imagine a dream-come-true cafeteria for gourmets.

Zuppas opened Tuesday with an eye on good food and a way to get it fast. The modern, independent restaurant on Neenah's southeast side, at 1540 S. Commercial St. next to Copps, has simple dark wood furniture, linoleum floors and bouquets of fresh flowers.

Peter Kuenzi, owner and chef, dispensed with waiters, the wait for the bill and required tipping in his streamlined operation, in which he invested more than \$200,000. Everything's whittled down to the essentials.

"I wanted to focus on good quality, convenience and time issues," he said.

What customers will find here echoes the Zuppas formerly located in downtown Neenah. (That location closed two weeks ago.) There's carryout, catering, a cafeteria line and a place to sit. But now there's twice as much of everything in an airier setting, including an outdoor dining patio.

Zuppas' menu and daily specials can be accessed at [www.zuppas.com](http://www.zuppas.com). It's essentially salads, zuppas (soups), gourmet pizzas, pastas, entrees and paninis.

Kuenzi, an Oshkosh native, learned his skills at the Culinary Institute of America in New York. Before opening the original Zuppas four years ago, he was chef at The Seasons in Grand Chute.

Besides catering and dining, Kuenzi also hopes to capitalize on one of the emerging food trends: HMRs (home meal replacements), meaning prepared dishes ready to take and eat. "They want restaurant-quality food, but they want to eat it at home," Kuenzi said. "It has the potential to be huge. I've been trying to do it for years but never had the space."

That means after work, a harried parent might pick up pistachio-encrusted salmon (\$7.95), a stuffed chicken breast for the spouse (\$6.50), a few side dishes (\$3.50 per half pound) and macaroni and cheese (\$6.50) for the kids.

The trend of getting good food fast is gaining ground locally and nationally. The Corner Bakery in Chicago and Cafe Express in Houston inspired Kuenzi. Here, Atlanta Bread Company in Grand Chute and Bela in Buchanan also feature better-than-fast-food selections with no waiters.

**More openings**

Many of the other businesses around Zuppas, in the complex called The Shops at Mahler Farm, are now up and running. They're planning a joint grand opening celebration Aug. 15. In the same building as Zuppas, Morton Pharmacy and Cost Cutters took up residence. In a perpendicular building, Hangers Cleaners, Wilhelm Travel and AAA Insurance set up shop. Asante -- the renamed Bridgewood East salon -- is still under construction and plans a late August debut.

KEL 000355

## Fast food takes on new meaning in Neenah The Post-Crescent (Appleton, WI)

The Radisson Paper Valley Hotel's coffee and ice cream shop finally got a name: Jo a la Mode. The tiny downtown Appleton spot is working out its kinks now, and officially opens Monday, in time for EAA traffic. While it has six tables, it's mostly a **grab-and-go** place serving Starbucks coffee and Ben & Jerry's ice cream across from the check-in desk.

Guilt-prone dieters will undoubtedly feel some angst here: Above an appealing glass case stacked with glazed donuts, a cooler is filled with cans of Slim Fast.

#### Sex sells

The large naked lady poster in the front window of Abercrombie & Fitch in the Fox River Mall -- which is turning heads and generating comments from parents -- is actually far tamer than what's inside the store, A&F's newest quarterly magazine called "The Sex Ed Issue," and even the semi-naked images on the "Investor Relations" section of the company's own Web site.

The company is no stranger to controversy with its ongoing sexually suggestive imagery, marketing of thong underwear for children last year and last week's class-action lawsuit alleging racial preferences in hiring.

Lady Godiva in the window "is beautiful fashion photography," said Hampton Carney, a New York-based spokesman. Alerted to the fact that she's not wearing fashion, he said it was nonetheless artistic. "It's a way to convey the image," he said. "It's partial nudity. We don't show full frontal nudity."

Regarding the racier quarterly, Carney said the issue was a "magalog," meaning a magazine/catalog that costs \$7 and is marketed to college-aged consumers.

To buy it, customers must show photo IDs proving they're over age 18. "We have a separate free catalog that has no partial nudity that's appropriate for all ages. A 4-year-old could look at it."

In other A&F news, on Tuesday the company's chief financial officer, Wesley McDonald, resigned to take a CFO post at Kohl's, based just outside Milwaukee. Will Sunday sales inserts ever be the same?

**LOAD-DATE:** July 30, 2003

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The Asheville Citizen-Times

July 23, 2003 Wednesday Main Edition

**SECTION:** BELE CHERE; Pg. 35X**LENGTH:** 562 words**HEADLINE:** BELE CHERE A BOON FOR SOME BUSINESSES, A BANE FOR OTHERS**BYLINE:** Nicole Patterson, STAFF WRITER**BODY:**

ASHEVILLE -- Bele Chere changes the face of downtown Asheville for three days in July. Many businesses open as usual while others opt to close shop for the street festival.

"The theater closes for Bele Chere," said John Cram, owner of the Fine Arts Theater and the Blue Spiral 1 Gallery. Bele Chere weekend is the only time of the year the theater closes. "At the Blue Spiral, they put a stage in front of us. We've tried to stay open during Bele Chere, but it just wasn't worth it. The whole weekend is just a loss for us. We pay dearly for this festival with our business loss."

But for other businesses, the weekend is a huge success.

"We get slammed every year," said Arami Bolick, bartender at The Flying Frog Cafe. "We look forward to the festival each summer. Without the Bele Chere festival, the summer business just wouldn't be the same."

The Flying Frog and many other downtown businesses go the extra mile to make the weekend a success.

"We make many special arrangements for the festival," Bolick said. "We set up a satellite bar and expand our outside seating -- so there are actually two bars for the entire weekend."

The Flying Frog Cafe will be open from 11:30 a.m. to 2 a.m. Friday, Saturday and Sunday, serving daily food and drink specials.

The Weinhaus near Pritchard Park is extending its hours for the weekend from 10 a.m. to 9 p.m. Friday and Saturday and from 1 to 5 p.m. Sunday. The Weinhaus will offer wines by the cup starting at \$1.

Many of the pubs and clubs will have patio seating and specials all weekend.

"We're having everything outside on the patio for the weekend. It's easier for us to handle with the crowd," said Doug Gall, owner of Anntony's Caribbean Cafe and Anntony's Coffee Bar in the Grove Arcade. "We're going to have finger foods, including meatballs, wings and chicken salad sandwiches in addition to our bar. We may also extend our hours to accommodate the people at the festival."

"We're really excited about Bele Chere," said Amy Diamond, manager of The College Street Grill and Pub. "We are going to offer a special Bele Chere menu, and we will be open from 10 a.m. until 2 a.m. each day during the festival. Our patio seating will be open for people to sit and enjoy the festival music, and we have bands scheduled for each night."

For merchants in the music business, Bele Chere is an extra-special weekend.

"Bele Chere is usually a very busy weekend for us," says John Ludovico, owner of Karmasonics Music Video. "We always look forward to Bele Chere because it's a musical event, and we sell music." Karmasonics will have extended hours during the festival.

KEL 000357

## BELE CHERE A BOON FOR SOME BUSINESSES, A BANE FOR OTHERS The Asheville C

Some businesses will experience Bele Chere for the first time.

"We are really excited about the festival because this is our first year to experience Bele Chere," said Rosanne Kiely, co-owner of the Grove Corner Market. "The market will have extended hours and lots of **grab-and-go** snacks and drinks all weekend."

But for a few merchants, the Bele Chere weekend is business as usual.

"Last year, the festival didn't hurt our business but it didn't help it either," said John Stehling, co-owner of the Early Girl restaurant on Wall Street. "We'll have our regular menu and our normal hours for the weekend."

The post office, downtown banks and city offices will operate under their normal business hours during the festival.

**LOAD-DATE:** July 24, 2003

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Plain Dealer (Cleveland, Ohio)

July 23, 2003 Wednesday, Final / ALL

**SECTION:** FOOD; Pg. F1**LENGTH:** 961 words**HEADLINE:** Bright ideas by Midwesterners made burgers, pizza, chicken favorites at quick-service joints**BYLINE:** David Levey, Special to the Plain Dealer**BODY:**

Much of fast food was created and evolved right here in the Great Lakes region and nearby states, with many of the historically important innovations happening in Ohio.

Within an hour's plane ride of Cleveland, many of the major quick-service restaurant chains - more affectionately known as fast-food joints - originated or found success. Legend and lore claim that the backbone of the fast-food industry, the hamburger, was invented by Northeast Ohioans.

In 1885, Charles and Frank Menches of Akron were exhibiting at the Erie County Fair in Hamburg, N.Y. They were making and selling sausage and ran out of pork. They substituted ground beef, made patties, and the hamburger as we know it was born.

The Menches brothers also had a concession stand at the 1904 St. Louis Louisiana Purchase Exposition (better known as the St. Louis World's Fair). Not only did the hamburger gain acceptance there, it also was the place where the Mencheses rolled the first waffle cone for ice cream. Seventeen years later, one of the earliest fast-food chains, White Castle, opened its first "grab 'n' go" restaurant in Wichita, Kansas. Today, the chain has its headquarters in Columbus, Ohio.

In 1939, the man known as the Colonel - Kentuckian Harland Sanders - began his Kentucky Fried Chicken chain. KFC is now part of what could be the oddest, if aptly, named major company in America: Yum. Based in Louisville, Kentucky, Yum is the holding company for Pizza Hut, Taco Bell, Long John Silver's and A&W Restaurants.

The big daddy of quick-service restaurants, McDonald's, took off in 1955 when a shake machine salesman named Ray Kroc opened his first fast-food restaurant outside Chicago in Des Plaines, Ill.

Nick Karos, who with his family owns a number of Cleveland-area McDonald's, was founder of the now-famous McDonald's Hamburger University where all franchise managers and owners worldwide learn "the McDonald's way."

Why here?

Karos has several ideas as to why so many fast-food innovations started in this region. One reason, Karos says, is the abundance of vacant, cheap land.

"The East Coast was all built up," Karos says. "The Midwest was the solid part of the country, with people who ate lots of beef. The cities and suburbs here had room to build free-standing buildings with parking and room for drive-throughs, which now account for the majority of our business."

Growth and innovation started here for more reasons than just cheap land, says Selma Baron, an innovator and early leader in fast-food advertising.

The industry's success here, Baron says, is because of Ohio's reputation as a diverse region that serves as a microcosm of American tastes.

KEL 000359

## Bright ideas by Midwesterners made burgers, pizza, chicken favorites at

"Areas like Columbus were ideal test markets, and Cleveland was very typical of the country as a whole," Baron says. "If you could do well here, you could take a concept and go anywhere."

Further, the late 1950s and '60s were times of rising affluence. We were a nation on the go. Construction of highways and suburbs, an overall increase in consumption, plus all the baby boomers looking for cheap, tasty meals - not to mention convenient, part-time entry-level jobs - made the Midwest a fertile ground for great ideas.

"There were a great many suppliers in the region that could produce the necessary bulk ingredients, and the equipment needed for the growth of massive restaurant operations," Baron adds. The Great Lakes states teemed with "food processors that could grind out thousands of hamburger and sausage patties, bakeries that could produce millions of buns. Cheese processors could churn thousands of pounds of cheese - all in the region.

Perhaps that's why another of the nation's top burger chains was Buckeye-born.

One of Col. Sanders' proteges was a young man named Dave Thomas, who returned home to Columbus to start his own chain, with the first restaurant opening in 1969. He named it after his daughter, Wendy. If you go to downtown Columbus today, you can visit the first Wendy's Old Fashioned Hamburgers restaurant.

In 1960, another young man, Tom Monaghan, was in Detroit, transforming pizza pies into a home-delivery franchise concept named Domino's Pizza. Both Domino's and Little Caesars, founded in 1959 by Michael and Marian Ilitch, started in the Detroit area. Another pizza chain, Donatos, (now owned by McDonald's) is based in Columbus.

#### More innovations

Some of the greatest product innovations in fast food also happened in this region.

Lou Groen, a McDonald's franchisee in Cincinnati, noticed that he hardly sold any hamburgers on Fridays during Lent because of his large customer base of Catholics. Groen decided to offer a fish sandwich on his menu - and the Filet O' Fish was born.

Other fast-food innovators came from this area.

Mr. Hero and Royal Castle both started in Cleveland.

Arby's (which stood, phonetically, for its founders, the Raffel brothers) began in Boardman, Ohio.

Bob Evans restaurants originated and has its headquarters outside Columbus.

Kenny King's Kentucky Fried Chicken was, and the family remains, a pioneer and innovator in fast-food franchising.

Another phenomenon related to fast food was the popularity of frozen pre-cooked food, such as TV dinners. It is worth noting that Stouffer's, started in Cleveland in 1922, found extraordinary success in marketing frozen dinners beginning in 1954, about the same time that fast-food franchises began to flourish.

By the way, you can still taste a hamburger and ice cream cone just the way they were made back at the 1904 St. Louis World's Fair. The Menches brothers today have two locations, one in Uniontown and one at Canal Park in Akron.

Levey is a free-lance writer who lives in Cleveland Heights. He recently wrote about Archie's Lakeshore Bakery in Food.

**LOAD-DATE:** July 24, 2003



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Copyright 2003 The Daily Oklahoman  
Daily Oklahoman (Oklahoma City, OK)

July 22, 2003 Tuesday CITY EDITION

**SECTION:** NEWS; Pg. 3-A

**LENGTH:** 314 words

**HEADLINE:** Convenience-store clerks charged in gambling sting

**BYLINE:** Diana Baldwin; Staff Writer

**BODY:**

Four people have been charged with commercial gambling as part of an Oklahoma City police undercover operation into money paid to people who played slot machines in local convenience stores.

Undercover officers said they played the slot machines for tickets that were redeemed for money, or for cash given by employees when there was a difference in value between the merchandise and the amount of winning tickets, according to a court affidavit filed Monday in Oklahoma County District Court.

Names in separate felony charges are Arun K. Damarla, 35, at the **Grab N Go** convenience store, 3914 N Pennsylvania Ave.; Tam Tram Nguyen, 45, at the Southside Food Mart convenience store, 2600 S Western Ave.; Kim Dung Nguyen, 31, at the Corner Market #1 convenience store, 2900 S Robinson Ave., and Feng Jin Huynk, 42, at the Circle L convenience store, 9005 N Western.

One of the biggest payouts was at the Southside Food Mart, where the undercover officer earned 1,200 credits and received 12 tickets that were redeemed for 60 by Kim Nguyen, court records state.

The machines at Southside Food Mart were marked "video redemption machine" and "Super Sweepstake." Signs on the machines stated tickets could not be redeemed for cash, but traded for merchandise, which could be anything except alcohol, tobacco, novelty items and firearms, the affidavit states.

At **Grab N Go**, an officer was told he could only turn in his three tickets for 15 in merchandise. Instead of giving the officer the correct change for 96 cents, Damarla gave the officer a 1 bill from the cash register, records show.

The law describes commercial gambling as:

- \* Operating or receiving all or part of the earnings of a gambling place;
- \* For gain, becoming a custodian of anything of value bet or offered to be bet;
- \* Setting up for use or collecting the proceeds of any gambling device.

**LOAD-DATE:** July 23, 2003

**KEL 000361**

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Ice Cream Reporter

July 20, 2003

SECTION: No. 8, Vol. 16; Pg. 1; ISSN: 0897-3261

IAC-ACC-NO: 106290636

LENGTH: 703 words

HEADLINE: New smoothies shops from CoolBrands and Ben &amp; Jerry's.

**BODY:**

In addition to being the leading beneficiary of Nestle's acquisition of Dreyer's, CoolBrands International continues to create its own success as witnessed by its new master licensing agreement with Tropicana Products for the franchising of retail outlets using the Tropicana brand name. CoolBrands will offer "Tropicana Smoothies, Juices and More" retail outlets franchises in the United States and Canada. The Tropicana Smoothies, Juices and More franchises feature a full menu selection of hand-made fruit juice based smoothies, blending fresh fruit and juice with crushed ice and/or frozen yogurt or fruit sorbet. David J. Stein, CoolBrands' President and Co-CEO, said: "Consumers love smoothies because they combine refreshing fruit flavor with good nutrition, and Tropicana is the perfect brand to communicate these benefits. We are very excited to add the Tropicana brand to our franchising portfolio."

The master license agreement between CoolBrands and Tropicana follows the successful completion of a test market arrangement between the two companies, during which prototype Tropicana Smoothies, Juices and More outlets. The test was conducted at the Mall of America in Minneapolis, MN; the Fashion Show Mall and the New York, New York Casino, both in Las Vegas, NV; and other locations across the U.S.

Speaking for Tropicana, Frank Hood, Tropicana Licensing Manager, said: "CoolBrands has the expertise and quality commitment required to bring the Tropicana Brand name into this fast-growing venue. This differentiated product and package will complement our larger Smoothie strategy, which includes a packaged bottle for on-the-go consumption."

CoolBrands and Tropicana have been partners since 1997, with the frozen dessert marketer developing and marketing under a license from the beverage company, a Tropicana Juice bar. The bar, distributed nationally in the U.S., has been offered in Canada since 1999, in France and Belgium since 2001, and in the UK since 2002.

The new chain joins CoolBrands' extensive Family of Brands that includes Yogen Fruze, I Can't Believe It's Yogurt, Bresler's, Swensen's, Golden Swirl, Ice Cream Churn, and Java Coast Fine Coffees. CoolBrands reports company--owned, franchised, and non-traditional partnership locations in approximately 80 countries around the world.

Ben & Jerry's is also entering the smoothies market, with the launch of its first Ben & Jerry's Smoothies store on July 14 at the Pittsburgh International Airport. Franchise owner Bill Newlin, Jr., who also operates two Ben & Jerry's Scoop Shops at the airport, is behind the new shop. Newlin reports that, given the popularity of these beverages, his new smoothie bar is a natural extension of his core ice cream business.

Ben & Jerry's smoothies combine fresh fruit, juice, and Ben & Jerry's low-fat frozen yogurt in flavors ranging from vanilla, chocolate fudge brownie, and black raspberry to the Cherry Garcia. Consumers are invited to create their own flavor mixes. The price for a 22-ounce serving is \$ 4.59.

KEL 000362

## New smoothies shops from CoolBrands and Ben &amp; Jerry's. Ice Crea

Newlin also reports that the new shop is serving as a test venue for a new line of Ben & Jerry's soft-serve frozen custards. The line is offered in vanilla, chocolate, and twists (both flavors), and are served on freshly baked waffle cones or in a cup. The cups are available in three sizes.

"There is a huge audience for smoothies at the airport," says Newlin. "It is the perfect **grab-and-go** treat, and we offer the most delicious, refreshing, all natural smoothie you can buy." The 202-square-foot unit is located in the air-side terminal, near the main food court, adjacent to a Ben & Jerry's Scoop Shop, serving some 20 flavors of the super-premium frozen dessert.

Smoothies are continuing to gain broader consumer attention. According to The Food Institute, in the first quarter of 2003, volume sales of juice and drink smoothies in supermarkets increased by 94.4% over the same period in 2002. Frozen dessert shop operators are also getting on the smoothies bandwagon. Most of the newer chains offer smoothies and venerable chains like Carvel, keen to keep its image up-to-date, are reported to be close to introducing their own smoothies lines.

**IAC-CREATE-DATE:** August 6, 2003

**LOAD-DATE:** August 07, 2003

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The Journal News (Westchester County, NY)

July 17, 2003 Thursday

SECTION: NEWS; Pg. 2A

LENGTH: 434 words

HEADLINE: Chef takes part in national bake sale

BYLINE: James Withers, Staff

**BODY:**

By James Withers

Put a moratorium on that diet for an afternoon and come out and do something to fight against childhood hunger. New Rochelle's own freelance baker Danielle Borrelli is joining thousands across the country this Saturday and participating in what is known as the Great American Bake Sale.

The occasion, is co sponsored by Parade magazine and Share Our Strength, a non-profit organization, that as reported by its Web site ([www.strength.org](http://www.strength.org)) "works to end hunger and poverty in the United States and abroad by mobilizing industries and individuals and creating community wealth to create change."

Borrelli, a graduate of Iona College, decided to volunteer for two reasons: her commitment to the welfare of children and the good record of Share our Strength.

"The organization caught my eye and I thought it would be a wonderful opportunity to raise money for hungry children," Borrelli said.

Individuals and organizations around the country feel the same way about the 19-year-old organization. According to McCealaig O'Clissham, Share Our Strength's communications manager, close to 1,000 corporate teams and schools nationwide will be baking against hunger on Saturday. There will also be 700 community groups and 260 religious groups.

Borrelli plans on starting her baking early Thursday so she can have all types of delicacies for people who drop by the Feeney Park Boys & Girls Club, 79 7th Street. There will be the required cookies (cookies a certain local reporter ate and enjoyed beyond measure) and everything else ranging from brownies to cupcakes and little cheesecakes.

"Everything will be **grab and go**," Borrelli said.

While this is the first time Borrelli is baking for a good cause, she has been cooking all her life. Like most cooks she got her start in the family kitchen.

"I remember when I was young, and I peeled apples for my mother. She made me feel like I could do everything," said Borrelli.

If you are lucky enough to get one of Borrelli's Christmas cookies during the holiday season, you will be munching on a family recipe that has been passed down for generations to which the aspiring baker adds her own twist to it.

As an employee of SCO Communications, a public relations firm, Borrelli has learned that aside from recipes that will make mouths water, a chef has to be a little bit of a promoter.

"I've learned how to put myself out there in the food business," she said.

KEL 000364

It should be no surprise that this self-admitted Food Channel "junkie" has her dreams for her future all set and they involve a little vanilla extract and ginger spice.

**LOAD-DATE:** July 17, 2003

1025 of 1440 DOCUMENTS

Copyright 2003 Journal Sentinel Inc.  
Milwaukee Journal Sentinel (Wisconsin)

June 18, 2003 Wednesday METRO EDITION

**SECTION:** NEWS; Pg. 06B

**LENGTH:** 162 words

**HEADLINE:** Board sets vote on Heinemann's restaurant

**BODY:**

Grafton -- The Village Board will vote July 7 on whether to allow a Heinemann's restaurant in the eastern end of the village.

The restaurant, already endorsed by the village Plan Commission, got a favorable review during a public hearing Monday.

"Do you already have my reservations?" Village President Jim Brunnquell asked Heinemann's CEO Peggy Burns.

The full-scale sit-down restaurant would have "Quick Counter" and "Grab N' Go" service for customers without time to sit and eat. The restaurant would have a conference room allowing business meetings and group gatherings.

"The meeting room will be conducive to business-type activities," Village Administrator Darrell Hofland said.

Burns said the restaurant's baked goods would be shipped to the restaurant, cutting down on emissions from cooking. The building's exterior would be decorated with brick and stone.

The restaurant would be the 83-year-old chain's first foray into Ozaukee County.

**LOAD-DATE:** June 18, 2003

**KEL 000366**

1055 of 1440 DOCUMENTS

Copyright 2003 Dayton Newspapers, Inc.  
Dayton Daily News (Ohio)

June 12, 2003 Thursday NORTHEAST EDITION

**SECTION:** NEIGHBORS; Pg. Z5-1

**LENGTH:** 741 words

**HEADLINE:** FRUIT PROJECT TO CONTINUE FOR 2003-04;  
Stebbins part of pilot program <

**BYLINE:** Jim Babcock jbabcock@DaytonDailyNews.com

**BODY:**

RIVERSIDE - Congress has made a pleased food service director of Tom Zsembik of Mad River Local School District.

Extending a U. S. Department of Agriculture Fruit and Vegetable Pilot project accomplished that.

Stebbins High School was selected as one of 100 schools in four Midwestern states that participated in the project through a portion of the 2002-03 school year.

"It worked pretty well," Zsembik said after learning last week that U.S. Rep. John Boehner, R-West Chester , had announced Congress extended the program through the 2003-04 school year.

"We didn't start this year until about Nov. 4, which meant we were about to do it for only about 90 days. Now, we'll be able to do it for a full 180 days.

"That's good. I really do think the kids did start liking to have the fruit available. I know that on a couple of days when we had special events in the cafeteria and didn't have the fruit, they came in looking for it. They will be able to do it again next year."

The fruit and vegetable pilot project is intended to encourage school children to eat more fruits and vegetables through methods that include snack kiosks, snacks in classrooms, "grab and go" options before and after school and snacks in after-school care programs.

The USDA designed the project last year in partnership with the National Cancer Institute's 5 A Day Program, the Produce for Better Health Foundation, the American School Food Service Association and the participating states of Ohio, Indiana, Michigan and Ohio.

Twenty-five schools in each of the states were selected from more than 800 applicants to conduct pilot programs. In addition to Stebbins High School, Ohio's Miami Valley participants include Nevin Coppock Elementary School in Tipp City and Black Lane in Fairborn.

The project was launched last fall after the USDA's Food and Nutrition Service and Economic Research Service received a \$6 million funding allocation from Congress.

Steve Forde, a Boehner aide, said Congress voted to extend the program through another school year because the participating schools were unable to conduct their trial programs through a full school year because of delays in getting their grants to them.

"They all had money left over from last year, so now the money will be available for them to continue their programs through the next school year," Forde said. "Next year, the continuation will be addressed again."

KEL 000367

## FRUIT PROJECT TO CONTINUE FOR 2003-04;Stebbins part of pilot program &lt;

Congress voted to extend the program through next school year after the USDA reported to the House Education Committee, which Boehner chairs, that the program had proved popular among parents, students, teachers and school administrators everywhere it is being piloted.

Forde said the report also said an overwhelming majority of schools involved in the program wanted to continue it for another year.

Zsembik said Stebbins High School is on that list.

He also said Stebbins, the fourth largest Ohio school participating in the project, received a \$100,000 grant and spent only \$25,000.

"And with \$75,000 left, we should be able to do a full 180 days with no problem," he said.

The mandatory length of a school year in Ohio is 180 days.

Zsembik said the Stebbins program concentrated on making fresh fruit available to students before and after school.

"We put out 120 bowls of fruit and about 50 bananas in the cafeteria every morning and 180 bags of fruit down by the athletic training office every afternoon," he said.

"That way, the kids could have fruit available for breakfast before school and the athletic people and other extracurricular groups and people taking afternoon classes could have it available to snack on in the afternoon."

Zsembik said the fruits included strawberries, watermelon, honeydew melons, grapes and bananas, and medleys of all were often available.

"I think the favorites were strawberries and bananas," he added.

Zsembik considers the project a success not only because almost all of the fruit was consumed each morning and afternoon.

"The assistant principal told me he noticed they were having less discipline problems," he said. "He thinks that was because kids were coming in and having breakfast in the morning. Before, they would come in and sit in the cafeteria and have a pop or a bag of chips. Now they could have a good breakfast of fruit before getting started for the day."

Contact Jim Babcock at 225-2432 or [jbabcock@DaytonDailyNews.com](mailto:jbabcock@DaytonDailyNews.com).

**LOAD-DATE:** July 3, 2003



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Modesto Bee

June 11, 2003, Wednesday, ALL EDITION

**SECTION:** TASTE; Pg. F1**LENGTH:** 1825 words**HEADLINE:** SMOOTH OPERATOR HEALTHFUL AND EASY, SMOOTHIES ARE LIGHT, REFRESHING  
SUMMER CHOICES**BYLINE:** BY GWEN SCHOEN, THE SACRAMENTO BEE**BODY:**

Temperatures have hit triple digits and farmers markets are in full swing. Fruit smoothie season has officially begun.

Fruit smoothies have been around for many years -- long before nutritionists started urging us to eat five servings of fruits and vegetables each day.

They started to take off in 1990 when the first Jamba Juice stand opened in San Luis Obispo, says Rosa Compean, brand marketing manager at Jamba Juice's San Francisco office.

"Jamba Juice founder Kirk Perron, then 27, was an avid cyclist. He wanted something refreshing and simple to make that was both healthy and convenient," Compean says. "Local fast-food stops didn't offer anything that remotely resembled what he craved, so he'd return home from a workout and juice fresh fruits and vegetables or blend smoothies. That inspired him to open the first Juice Club store. Over time, that original shop became the Jamba Juice Company."

Since then, the fruit smoothie health kick has continued to grow. Now, fruit smoothies are sold at many quick-serve beverage stands and at natural-foods restaurants and deli counters.

Haven't tried one? Well, if you love fruit, you're in for a treat. Smoothies are icy drinks made by blending fruit with juice, yogurt, soy milk or milk. They're packed with vitamins, fiber and flavor and make a perfect breakfast on the run. They're also great when you need an energy boost or just want to chill out and relax with a treat. If you're counting calories, though, keep in mind that some commercial smoothies can be as sweet and caloric as a soft drink. At Jamba Juice, for example, the Strawberry Dream'n smoothie, one of the most popular, packs 470 calories per serving.

"But they are nutritious calories," rationalizes Jacki Manley, a petite Jamba Juice fan. "If that's lunch, it's not so bad. And it does count towards that five-a-day goal for fruits and vegetables. Sometimes I add a power boost to it and then I feel really peppy."

Jamba Juice has several nutrition additives to choose from. The power boost, which Manley likes best, is made of two types of ginseng and ginkgo biloba (said to help fight fatigue and increase stamina) plus five B vitamins and nutrients (said to improve memory and concentration).

Smoothie combinations are limited only by which fruits are available. In the Central Valley, just about any fruit is available year-round -- and the combinations are limited only by your imagination.

Smoothies are a snap to make if you have a blender or food processor. If you've got about \$50 to spend, you can buy a smoothie machine, which is like a blender but comes with a spout.

Even someone with no cooking experience won't have any problem making smoothies. All you have to do is add some fruit to the blender container, then whirl it around until it's liquefied. If it's too thick, thin it with fruit juice or milk. You can follow a recipe, but even that's not necessary.

## SMOOTH OPERATOR HEALTHFUL AND EASY, SMOOTHIES ARE LIGHT, REFRESHING SUMM

Some connoisseurs say you've got to use a banana to keep the mixture smooth. Others say they cut down on calories by using chunks of watermelon or ice cubes instead of milk or other fruit juices to thin down a mixture. It's up to you. Just let your taste buds be your guide.

Beginners should start with something simple: a banana, a cup of washed strawberries with stems and hulls removed, an unpeeled peach with the stone removed and about half a cup of vanilla or plain yogurt. Whirl that around until all the fruit is blended and give it a taste.

Add some sweetener -- a sugar substitute, honey, brown or white sugar -- if needed. You can also add flavorings such as vanilla, mint or chocolate.

Thickness will vary, depending on how juicy the fruit is. If it seems too thick, pour in a small amount of orange juice, milk, apple juice or a couple of ice cubes. Whirl it again and make adjustments as needed.

For more of a nutrition boost, you can add supplements such as ginseng, flaxseed powder, brewer's yeast, protein powder, peanut butter or vitamin C powder.

If you are trying to gain weight, add a few scoops of a powdered breakfast drink such as Carnation Instant Breakfast.

Sacramento Bee staff writer Gwen Schoen can be reached at (916) 321-1146 or gschoen@sacbee.com. Also, on the first Tuesday of each month, see Schoen's "Fast & Fresh" food demonstrations on "News 10 Middy" on KXTV Channel 10 between 11 a.m. and noon.

## ----- BOPP SHAKE -----

Prep: 5 minutes Serves: 2

BOPP stands for the ingredients: banana, orange, pineapple and peach. This is a refreshing fruit smoothie for a treat on a hot day.

The recipe is from Jyl Steinback's "Countertop Magician" (Berkley Publishing Group, \$17.95).

## Ingredients:

1 whole banana, peeled and frozen

3/4 cup orange sherbet

3/4 cup pineapple juice

1/3 cup peach nectar

2 slices pineapple, for garnish (optional)

## Instructions:

Combine banana, orange sherbet, pineapple juice and peach nectar in blender and process until smooth and creamy. Garnish with a slice of pineapple before serving, if desired.

Per serving: 186 calories; 1 g protein; 43 g carbohydrates; 2 g fat; 5 mg cholesterol; 37 mg sodium; 1 g fiber.

## ----- KIWI-MELON SMOOTHIE -----

Prep: 5 minutes Serves: 2

Almost too pretty to drink, this smoothie is a tasty blend of tart and sweet. The recipe is from The Cook's House online.

## Ingredients:

1 kiwi, peeled and cut into 8 pieces

1 cup honeydew melon cubes, frozen

6 ounces kiwi, lemon or Key lime yogurt

1 cup vanilla soy milk

## SMOOTH OPERATOR HEALTHFUL AND EASY, SMOOTHIES ARE LIGHT, REFRESHING SUMM

1 tablespoon frozen apple juice concentrate, thawed

Instructions:

In blender, combine fruits, yogurt, soy milk and apple juice concentrate.

Per serving: 205 calories; 32 g carbohydrates; 8 g protein; 6 g fat; 122 mg sodium; 1 g fiber.

----- HEART'S DESIRE -----

Prep: 5 minutes Serves: 2

This is from "Smoothies for Life," by Daniella Chace and Naureen B. Keane.

Ingredients:

1/2 cup purple grape juice

1 cup frozen cherries

1 cup black cherry nonfat yogurt

1 frozen banana, cut into pieces

1 tablespoon flaxseed powder

1 tablespoon wheat germ

Instructions:

Combine all ingredients in a blender and puree for two minutes. Pour into chilled glasses.

Per serving: 214 calories; 8 g protein; 62 mg sodium; 43 g carbohydrates; 2 g fat (1 saturated, 1 polyunsaturated); 2 mg cholesterol; 4 g fiber; 10 percent calories from fat.

----- BUTTERSCOTCH SPLIT SMOOTHIE -----

Prep: 5 minutes Serves: 2

Who says a smoothie has to be a breakfast? This recipe from Jyl Steinback's "Countertop Magician" (Berkley Publishing Group, \$17.95) is a tasty dessert.

Ingredients:

1 cup skim milk

1 banana, frozen

1 cup frozen vanilla nonfat yogurt

2 tablespoons butterscotch syrup

Instructions:

Combine ingredients in blender and process until smooth and creamy.

Per serving: 259 calories; 11 g protein; 2 g fiber; 54 g carbohydrates; 203 mg sodium; 4 mg cholesterol

----- PINK STRAWBERRY SMOOTHIE -----

Prep: 5 minutes Serves: 4

This creamy concoction emerges from the blender a beautiful, bright pink. Use fresh or frozen strawberries. Leftovers can be frozen in ice trays, then pureed briefly for an easy sorbet.

Ingredients:

1 1/2 cups sliced fresh or frozen strawberries

## SMOOTH OPERATOR HEALTHFUL AND EASY, SMOOTHIES ARE LIGHT, REFRESHING SUMM

1 1/2 cups pineapple juice

1/2 cup orange juice, preferably freshly squeezed

1 banana

2 tablespoons sugar or honey

3/4 cup vanilla soy milk

Instructions:

Combine strawberries, pineapple juice, orange juice, banana, sugar and soy milk in blender and puree at high speed for two minutes. Pour into tall, chilled glasses.

Per serving: 164 calories; 2 g protein; 38 g carbohydrates; 1 g polyunsaturated fat; 0 cholesterol; 28 mg sodium; 2 g fiber; 33 g sugar; 7 percent calories from fat.

----- PAPAYA-STRAWBERRY SOY MILK SMOOTHIE -----

Prep: 5 minutes Serves: 3

Play around with fruit combos for a **grab-and-go** smoothie. Try mango-blueberry, banana-grape or any other duet that suits your taste. The recipe is from Elaine Magee's "The Recipe Doctor Cookbook" (Adams Media Corp., 2000).

Ingredients:

1 cup vanilla-flavored soy milk

1/2 cup orange juice

1 cup chopped papaya

1/2 cup frozen, unsweetened, whole strawberries

2 tablespoons soy protein powder, optional

1 tablespoon honey, optional

Instructions:

Combine soy milk, orange juice, fruit and, if desired, protein powder and honey in a blender. Cover. Blend until smooth.

Per serving: 118 calories; 3 g protein; 24 g carbohydrates; 1 g fat; 0 cholesterol; 47 mg sodium; 2 g fiber.

----- TROPICAL STRAWBERRY SMOOTHIE -----

Prep: 5 minutes Makes: Two 2-cup servings

This recipe is from the California Strawberry Commission.

Ingredients:

1 1/2 cups fresh strawberries, stemmed

1/2 cup fresh, frozen or canned pineapple chunks

1 container (8 ounces) low-fat pina colada yogurt

1/2 cup orange juice

1 1/2 cups ice cubes

Instructions:

In container of blender, combine all ingredients except ice cubes; blend until smooth. Gradually add ice cubes; blend until smooth.

## SMOOTH OPERATOR HEALTHFUL AND EASY, SMOOTHIES ARE LIGHT, REFRESHING SUMM

Per serving: 189 calories; 8 g protein; 37 g carbohydrates; 2 g fat (1 saturated, 1 monounsaturated); 6 mg cholesterol; 83 mg sodium; 3 g fiber; 33 g sugar; 10 percent calories from fat

## ----- POWER SMOOTHIE -----

Prep: 5 minutes Serves: 2

If you like a chunkier texture, peel and chop the kiwi, then freeze it before adding it to the blender.

## Ingredients:

1 mango, peeled and pit removed

1 kiwi, peeled

3/4 frozen banana, peeled

1 cup pineapple juice

## Instructions:

Place all ingredients in a blender and blend until smooth. Add more juice if necessary.

Per serving: 217 calories; 2 g protein; 4 g fiber; 0 fat; 55 g carbohydrates; 47 g sugar; 4 mg sodium

-----  
SMOOTHIE TIPS

\* Add frozen fruit to the blender and you won't need ice. Freeze hulled and washed strawberries, peeled bananas, washed blueberries and blackberries ahead of time and add them frozen to the mixture in the blender.

\* Use frozen yogurt in place of regular yogurt to get a milkshake-type mixture.

\* Fruit that's a bit too ripe for eating out of hand, such as bananas with brown spots, is perfect for smoothies.

\* It takes some experimenting to come up with your favorite combinations. After a while, you'll learn which fruit flavors go best together. For example, mango, pineapple and papaya taste great and look gorgeous, but add a few blueberries and the color won't be quite so appetizing.

\* Freeze some fresh fruit to use later in the fall.

**GRAPHIC:** (OWEN BREWER / THE SACRAMENTO BEE) Cool, colorful fruit smoothies hit the hot spot on summer days -- smoothies like these: Power Smoothie (made with kiwi and mango), Heart's Desire (with and Pink Strawberry. Recipes on Page F-6.

**LOAD-DATE:** June 12, 2003

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Copyright 2003 Richmond Newspapers, Inc.  
Richmond Times Dispatch (Virginia)

June 4, 2003 Wednesday City Edition

**SECTION:** FOOD; Pg. D-2**LENGTH:** 479 words**HEADLINE:** COOKS' CORNER**BYLINE:** Louis Mahoney, Send tips on new food or kitchen equipment finds to [Lmahoney@timesdispatch.com](mailto:Lmahoney@timesdispatch.com).**BODY:**

Unfortunate as it may be, **grab-and-go** food is a reality of today's lifestyle. Single-serving heat-in, eat-from-bowl meals, soup sippers and noodle cups fill more and more supermarket space.

Nouriche from Yoplait is one of the most recent additions. It is a nonfat yogurt smoothie that includes 20 vitamins and minerals, plus protein. Single-serving 11-ounce plastic bottles with a suggested retail price of \$1.59 come in strawberry, peach, raspberry and tropical flavors.

The nutritional profile lists 20 percent of the Daily Value of protein and 22 percent of the Daily Value of fiber, according to manufacturer General Mills, at 290 calories for a balanced meal choice.

Go to <http://www.yoplaitusa.com/products/Nouriche.asp> for detailed nutrition information.

To answer the big question - what does it taste like? - we passed out samples of the peach and strawberry to a half-dozen women. Here's what they said:

"The strawberry beverage had the fragrance and flavor of fresh strawberries. With 46 grams of sugar, though, I probably would not buy it," one wrote.

"I liked the product; would call it drinkable yogurt. Preferred the strawberry, because the peach flavor seemed more artificial," another wrote. "I'm not sure why we need the product, though; I'm not really in favor of this eat-on-the-run trend of making everything consumable in a car. In other words, even though I liked it I would never buy it, since I believe one should take the time to enjoy one's food ... and drinks."

"Not too sweet, nice and fruity with a little almond overtone," began another response. "Strawberry's good, too, but sweeter than the peach. I don't like really sweet beverages (no sweet tea for me), so I prefer the peach by a small margin."

"Delicious," another said. "But, with 200-plus calories, should I think of myself as quenching my thirst or my appetite?"

\* \* \*

Scrambling for speedy supper ideas? Whip up a one-dish dinner in a skillet with a recipe from the American Egg Board web site at <http://www.aeb.org>. A rotating hourglass marks the speediest recipes.

\* \* \*

Many recipes require cooks to flatten boneless, skinless chicken breast halves to an even thickness. This step not only ensures even cooking but it allows the cook to use a slightly higher temperature to sear the chicken since the thinner piece cooks more quickly and doesn't burn or dry out, reports the Washington Post.

To flatten the chicken breast, place it between two sheets of plastic wrap and, using the heel of your palm, the bottom of a heavy skillet or a rolling pin, gently flatten it to an even thickness of between and 1/2 inch.

KEL 000374

**GRAPHIC: PHOTO**

**LOAD-DATE: June 6, 2003**

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June 1, 2003

SECTION: No. 6, Vol. 39; Pg. 27; ISSN: 1541-8235

IAC-ACC-NO: 102927284

LENGTH: 1105 words

HEADLINE: Take a slice out of life; A Cut Above.

BYLINE: Durocher, Joe

**BODY:****PILE EM HIGH WITHOUT THE PRESSURE**

Once, I worked in a restaurant where it took 15 seconds to cut each slice of provolone cheese. Why? Because the slicer was woefully underpowered and the blade slowed down so much as I pushed the dense cheese into the blade. With a properly sized blade and motor each of those slices could have been made in less than two seconds. The moral of the story, make sure you consider how a slicer will be used before you make a recommendation. Let's take a look at a couple of situations and see which slicer would be optimal.

**LOW-VOLUME TAKE-OUT SANDWICH OPERATION** (Specializing in hot brisket and pastrami sandwiches). No question--go with the manual slicer. First of all, the sandwich makers will slice the meats to order so for the average sandwich they'll run the meat through the slicer the average 23 times then shut it off.

**MID-VOLUME PIZZA AND CALZONE OPERATION** (Slices its own toppings). Boost the power on this slicer and upgrade to one with a carriage that cues back and forth either manually or in automatic mode. In manual mode, the slicer will work great for slicing peppers or pepperoni because of the short stroke needed to slice each piece. In slow auto mode the slicer can do a great job of slicing cheese. Boost the speed and your customers can slice up a whole day's worth of calzone meats in minutes.

**GRAB-AND-GO DELI SANDWICH OPERATION.** Here's where an automated slicer really comes in handy. Smaller operations can get away with a slicer that shifts from manual to automated mode. Larger volume operations where hundreds of pounds of meats and cheese are sliced each day need a fully automated system. Vending commissaries, school or college feeding facilities or other such volume operations save labor, and end up shaving their food cost at the same time. Speaking of shaving, these automated slicers are ideal for deli operations in large grocery stores.

**HELP FOR THOSE HARD TO REACH SPOTS.** Slicers can be one of the most difficult pieces of equipment to clean and sanitize. When you recommend a model, suggest those that are easy to disassemble, clean and reassemble. That means you should recommend models where the cover plate and backing around the blade can be removed and replaced with ease. Also, some models come with a microbial growth inhibitor infused into the metal surfaces that minimize the growth of microorganisms in between cleanings.

Money is tight for many of your customers so be sure to point out that there are some pretty enticing financing packages available for a limited time on some models. Also, stress those models with longer warranties to help keep ongoing costs at a minimum.

Also, don't forget the wide variety of single stroke manual slicers designed to cut or slice everything from lemon wedges, to whole heads of lettuce, to paper-thin tomato slices.

KEL 000376



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Missing something? Check out our archives on [www.foodserviceToday.com](http://www.foodserviceToday.com)

Q&A

Do you expect to slice more than 2 lbs. of any one item in one session?

If the answer to this question is yes, a slicer with an automatic carriage is in order. It will minimize employee fatigue, which means they can do more slicing in a given period of time. The automated carriage also means that employees won't mind thinly slicing sandwich ingredients because they don't have to cue the carriage back and forth manually.

Do you need a slicer in several stations of your kitchen? Get a list of all the items your customers would like to slice. It could mean that you recommend more than one slicer. In some cases a heavy-duty slicer might be needed in one station with a lightweight one in another. Or it might mean that a single slicer can be shared between stations... but make sure you include a cart on which the slicer can be mounted.

Will you use your slicer for cold cuts or whole roast top rounds? The diameter of the items that are sliced should be considered when selecting the diameter of the blade. Small diameter blades work well for bologna, salami and blocks of cheese but a large roast will overwhelm the blade and potentially slow its spin.

Would you like to cut food costs?

You should get a resounding "of course" here. So stress the importance of selecting a slicer with built-in sharpening wheels. Another way to lower food costs is to specify an automated slicer that allows the staff to cut meats paper thin so they can be piled high on the sandwiches.

#### PACKAGING TO GO

Paper, plastic, metal, microwavable and ovenable. Those are the basic choices but before you make recommendations find out whether the containers will merely hold food or are needed to merchandise the food.

No matter which ones you recommend, make certain that they are leak proof. The lids on the containers have to be tight fitting so that no amount of jostling will dislodge the top. And it goes for items like ribs, whose greasy sauce can easily soak through flimsy containers.

End users usually like to heat their take-out foods before chowing down. Their appliance of choice is the microwave oven. Coated paper containers work great in a microwave, but aluminum containers are verboten. If you recommend plastic containers, make sure they are microwavable because some containers will melt down. Foam containers hold up well though when tilled with greasy foods the additional heat could cause some foam containers to melt.

Certain items, like roasted chicken or steak, benefit from oven reheating. For these dry cooked items, packaging in metal containers or in fiber materials that can go in either an oven or a microwave oven work best.

For large volume chain operations stress the extra marketing miles that they can get out of a custom-printing program, which will emblazon take-out containers with their logo. Recommend that they place a plastic bag around items that might leak as an extra precaution.

Joe Durocher

Joe says: Sharp blades = big profits

jfdurocher@attbi.com

IAC-CREATE-DATE: August 21, 2003

LOAD-DATE: August 22, 2003

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ID Sales Pro

June 1, 2003

**SECTION:** No. 6, Vol. 39; Pg. 29; ISSN: 1541-8235

**IAC-ACC-NO:** 102927285

**LENGTH:** 86 words

**HEADLINE:** Take the equipment and run..; New Stuff.

**BODY:**

**A PROFITABLE GRAB 'N' GO BUSINESS**

Sara Lee offers a comprehensive **grab 'n' go** equipment and merchandising program. Counterparts brings together everything operators need to profit from this booming market. The program includes a complete selection of branded equipment, such as Ball Park, Hillshire Farm and Jimmy Dean, to fit in any operation as well as merchandising tools to help increase traffic and build impulse sales.

Give a ring at 800.682.SARA or go to the site at [www.saraleefoodservice.com](http://www.saraleefoodservice.com)

**IAC-CREATE-DATE:** August 21, 2003

**LOAD-DATE:** August 22, 2003

**KEL 000379**

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The Shopper Report

June 1, 2003

**ACC-NO:** 102791274

**LENGTH:** 120 words

**HEADLINE:** Healthy **grab and go**.

**BODY:**

Fast food and convenience stores are doing a better job of responding to this wish than supermarket delis. McDonald's has introduced premium packed-to-go salads.

Convenience stores are selling ready to eat hard-cooked eggs, salads, and fruit cups. At supermarkets other than Whole Foods, it's usually still necessary to visit the produce department to find healthy **grab and go** foods. The numbers on the page 2 wish list show that shoppers think that this is not the way it ought to be. Supermarket delis should be following Lunchables' lead -- putting together bags of **grab and go** healthy-bread or wrap sandwiches with a piece of fruit and some carrot sticks. Consumers are ready to buy. Too few stores are ready to sell.

**LOAD-DATE:** June 6, 2003

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The Grocer

May 03, 2003

**SECTION:** INSIGHT; Pg. 21**LENGTH:** 459 words**HEADLINE:** Yellow fats is a frequently visited category, with 52% of sh**BODY:**

But it is a shopping list category (90% of shoppers had planned to buy) and, as such, there should be high conversion to sale rates.

Some 40% of those interviewed had intended to purchase but failed to do so.

The 10% who made impulse purchases did so because they passed the category and were reminded to buy by the packs or were enticed by the special offers.

The vast majority of shoppers do not browse the category. They are experienced shoppers who know what they want to select. They want to shop quickly and require consistency in the location of the category and visibility of their brand or product so they can **grab and go**'.

For big brand' shoppers it is relatively easy to shop, even in stores with complex displays. However, small brands and specialist products are less easy to find. Sometimes they are not stocked or out of stock but often they are simply hidden among an extensive range of other products.

Shoppers who are in a **grab and go**' shopping mood will often give up looking within a very short time span. This is a major reason for postponement of purchase.

It is interesting the way some shoppers use category displays to decide whether they need to buy or not. They use the category as an aid-to-memory. The visual uniqueness of the category helps this type of shopper.

There is a minority of shoppers who do spend an extended time at the fixture, but they are not browsers. They are inexperienced and they are actively seeking information about products by reading packaging 22% of shoppers read packs. Often the category does less well in converting these shoppers to a purchase.

Of course there is always a population of deal-seekers. They are catered for through price deals and some promotions.

However, by shoppers' reactions, we are not fully convinced promotions are really effective in creating trial and loyalty. It would be interesting to see evidence promotions actually develop sustainable brand growth.

Improving the performance will be difficult. This category is easy to shop and satisfaction levels are high.

Improvements could be made to the ergonomics to make shoppers feel more comfortable, especially with the high shelving. One shopper complained that the butter fell on top of her.

It is an unexciting category but Visuality does not think visual embellishment at point of purchase would necessarily encourage more sales. Shoppers know what they want before they reach the category.

Minimising postponed purchases is about ensuring the display has clarity for all shoppers, minimising out of stocks and ensuring the range and mix meets specialist as well as mainstream needs.

On the whole this is a very hard category to criticise. It is efficient and works well.

KEL 000381

Yellow fats is a frequently visited category, with 52% of sh The Grocer

**LOAD-DATE:** May 2, 2003

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Candy Industry

May 1, 2003

**SECTION:** No. 5, Vol. 168; Pg. 62; ISSN: 0745-1032

**IAC-ACC-NO:** 102091146

**LENGTH:** 122 words

**HEADLINE:** Caffeinated kick; New Products.

**BODY:**

**COMPANY:** Melate Confections, San Diego

**THE PRODUCT:** Chargers

**THE HOOK:** This chocolate-covered coffee treat comes packaged in an original tin replica of a size-D battery, enabling consumers to replicate the convenience of a **grab-n-go** coffee sensation. Charges will soon be available in most college convenient stores and college bookstores. The highly caffeinated dark chocolate espresso bean will get students charged for less than half the price of a cup of coffee, and the tin can be reused to store up to \$ 8 in quarters.

**INGREDIENTS:** Coffee beans, sugar, chocolate liqueur, cocoa butter, lecithin (an emulsifier) and vanilla, confectioners glaze.

**SUGGESTED RETAIL PRICE:** \$ 1.49

[ILLUSTRATION OMITTED]

**IAC-CREATE-DATE:** May 21, 2003

**LOAD-DATE:** May 23, 2003

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Morning Call (Allentown, PA)

April 4, 2003 Friday FIRST EDITION

**SECTION:** COMMUNITY REPORT, Pg. B3

**LENGTH:** 414 words

**HEADLINE:** New school to have fiber-optic technology;  
Palmerton Area is in final planning stages of \$17.3 million project.

**BYLINE:** By Jeff Christman Special to The Morning Call -- Freelance

**BODY:**

Palmerton Area School District officials met with experts from an architectural firm Thursday to fine-tune plans for the district's proposed \$17.3 million middle school.

The district's Building Committee met with technology and food service experts brought by Quad3 Group of Wilkes-Barre to incorporate the district's needs into the middle school's design plans.

Designs incorporate video, data and voice transmission cables throughout the school. Superintendent Robert Foster expressed concern that the technology installed be made adaptable for advancements in the future.

"If we're planning for today, we're planning for today's technology," he said.

The county's intermediate unit is exploring the ability to stream educational movies and video direct to classrooms, for example, instead of transporting the videos on cassettes.

Designs call for computer and visual productions labs to be linked by an high-speed fiber-optic cable and classrooms will have ports to link to the Internet and internal networks.

The building will be secured with electronic access devices, like keypads or swipe cards, and cameras will monitor entrances.

Cafeteria manager Mike Lucas told Renald Corsi, a food service consultant, that the middle school's cafeteria is expected to have one service line and one food court area for snacks.

The high school cafeteria, by contrast, incorporates two food court areas, one for snacks and another for "grab and go" items such as sandwiches.

The middle school cafeteria will have seating for 200 students, meaning three lunch periods will be necessary if the school reaches its 600-student capacity.

The school serves its meals using dishes and silverware, but Corsi said that practice is unusual today.

He said many schools use plastic utensils and disposable plates to eliminate employees to wash them.

Though the district saves money by not having to buy disposable utensils and plates, Lucas said the district does have to replace some of the silverware and dishes when students throw them away.

Foster said further discussion will take place to consider if the silverware and dishes should be replaced with disposables.

The district is now in the final stages of planning the middle school on land adjacent to the existing junior-senior high school. Unless several school directors change their positions, the district will likely seek bids for the construction job in late spring.

**KEL 000384**