

# CONSUMING NEWS

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## On the Shelves

There are several new “functional food” varieties from the **Swiss Miss** hot chocolate line. **Pick-Me-Up**, with as much caffeine as a cup of coffee and, **Great Start** which is fortified with 15 essential vitamins and minerals and is 99% caffeine free. Both varieties have as much Calcium & Vitamin D as a glass of milk and are only 110 calories per serving. Great alternative to a morning cup of joe or as an afternoon treat, at home and at work.



New from **7-Eleven**, the **SLURPuccino**, a café latté-flavored Slurpee! (Do you love that or what!?) Fat free, milk free and only 61 calories per 8-ounce serving, the Slurpuccino has approximately one-third the calories and half the sugar with zero fat grams in comparison to other frozen cappuccinos on the market. It also isn't highly caffeinated with only 5 mg of caffeine as opposed to a cup of coffee which averages 100-175 mg. The Slurpuccino will only be available through the end of March – so try it out soon. If customer response is favorable, you'll see it and other flavors offered again this year.

We first tasted chocolate covered soy nuts in **Planters'** new “Energy” varieties when they came out last year and loved them in the salty nut mix. So when we heard that **South Beach** was packaging **Dark Chocolate Covered Soy Nuts** in 100 calorie packs, we were psyched! They taste great and we appreciate the extra help – because when it comes to nuts and chocolate, it's so easy to get out of control. Great idea!

**Healthy Choice** has added 2 new flavors to their **Panini** line: *Smokehouse Apple & Chicken* and *Chicken Artichoke*. The Smokehouse Panini is stacked with diced chicken, smokehouse apples, onions and cheese topped with “white” barbecue sauce on a beer and rye bread for 310 calories (40 from fat) and 23 grams of protein. The Chicken Artichoke variety comes on garlic and herb bread with creamy garlic sauce, cheese, tomatoes and onions and has only 300 calories (also 40 from fat) and 25 grams of protein. If you haven't tried the HC Paninis yet you're missing out on one great nosh! \$1 off coupons are currently available online at: [www.healthychoice.com/innovation/index.jsp](http://www.healthychoice.com/innovation/index.jsp). And, while you're there, take a peek at HC's “new” **Startmakingchoices.com**. FREE personalized programs designed to help with achieving more balance in, “nutrition, activity, and well-being”, are now being offered among a host of other great resources.

Your Plan for a **Balanced Life™**



**Tempeh** from **Turtle Island Foods** is a “soy-bean cake” you can stir-fry, use for fajitas, in marinara sauces or have plain with a dipping sauce and as a sandwich. Currently available in Soy, Five Grain and Spicy Veggie varieties, Tempeh is gluten free, certified organic and considered a vegan food. The family owned and operated company was recently honored in Inc. Magazine's “America's Fastest Growing Private Companies” in part because they have had a 160% growth rate four years' running (that's huge in the food biz) but also because they are the second largest brand of frozen and refrigerated meat alternatives in the natural foods market. TIF also makes **Tofurky** vegetarian hot dogs, franks and sausages. Look for Tempeh & Tofurky at Fruitful Yield, Trader Joe's and other specialty retailers.



Check out **CocoaVia's** new **Rich Chocolate Indulgence** a dark chocolate tasting treat with cocoa “flavanols” which promotes heart health and may help lower cholesterol. At only 150 calories a pop, it's a great chocolate fix. What we also really like about this product is it doesn't have to be refrigerated until opened, earning it big points in our never ending search for better on-the-go food choices. Find it online at: [cocoavia.com](http://cocoavia.com).

Non-prescriptive alternatives for stress relief, relaxation and emotional management are the subject of **Vitamin Jay's** “Don't Worry, Buy Happy” column this issue on page 13. Here are several of the alternatives Jay suggests: To promote relaxation and ease nervous tension: **GABA** (gamma aminobutyric acid) is a non-essential amino acid found mainly in the human brain and eyes. It is considered an inhibitory neurotransmitter, which means it regulates brain and nerve cell activity by inhibiting the number of neurons firing in the brain. GABA is referred to as the “brain's natural calming agent”. By inhibiting over-stimulation of the brain, GABA may help promote relaxation and ease nervous tension. NOW provides only the naturally occurring L-form as found in food and in the body. For stress support and relaxation Since its introduction, users have raved over this popular herb, and its ability to encourage a natural state of relaxation. **KAVA** gets its power from high concentrations of kavalactones present in the plant's thick roots. KAVA is appears to be safe when taken as recommended, however it is always wise to consult a physician before use. Natural sleep aid choice **Restless**, sleepless nights are problem for many of us, **VALERIAN ROOT** can provide natural relief. The majority of Valerian users report feeling refreshed upon waking – free of drowsiness, and ready to face the day! Shop for these products at Fruitful Yield, GNC and other specialty natural/health stores.



Coming this Spring, from **Electrolux™**, the **Counter-Depth Side-by-Side Refrigerator**. The 23 cubic foot fridge comes with a simple one touch control panel system called, “Wave-Touch™ Controls”, a “PureAdvantage™ Air Filter” that keeps clean, filtered air circulated throughout to prevent odor transfer, a “9” Tall Water/Ice Dispenser” specially designed to accommodate a variety of large containers, from 16 ounce tumblers to pitchers and coffee carafes AND an alarm system, which notifies you if there's been a power failure, if a door stays ajar for more than five minutes or if the interior fridge temp rises above 56° for 20 minutes. (Wish we could have had that during the weekend power outages last August!) The Counter-Depth Side-by-Side will be available at major retailers like Best Buy, Lowe's and Sears. Check online at [electroluxappliances.com](http://electroluxappliances.com) for more info.



## Electrolux

P.S. Did you think to yourself, ‘Electrolux makes refrigerators?’ when you first read about the ‘Side-by-Side? We definitely did and wondered why we only associated the company with vacuum cleaners. So, we decided to do a little research and found out that Electrolux is one of the “largest manufacturers of appliances in the world”. Who knew? (They also own such well known brands as, Tappan, Eureka, Gibson, Frigidaire and Westinghouse.) If you are a history buff, go on line and watch the company documentary linked on the home page under, “How it all started”. It is a fascinating account of how one lone salesman armed with an idea and loads of enthusiasm set business records building an empire and laid the foundation for future growth.

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