

CONSUMING NEWS

On the Shelves

Finding "great holiday gift ideas - edible and otherwise" as promised in the previous issue of CWM, became a test of stamina and will power over the past several months. After many hours of shopping goods and sampling goodies, both my feet and my waistline were quite relieved when this assignment was finally complete! We hope you enjoy the fruits of our labor.

*Shop Hard, Buy Smart!
Cathi Volante, "The Gadget Diva"*

Truffles are a popular gift during the holiday season and what makes Flora Healthcare's **Bija Omega Truffles** stand out is they taste superb and offer a truly healthy chocolate alternative. Bija enhanced their premium blend of organic ingredients with omega 3 and 6 fatty acids to provide the proper balance of the essential fatty acids we need daily – a true gourmet way to get your E F A's. Now we can have our chocolate and eat it too! The truffles are currently available in three flavors: Dark Chocolate with Cocoa filling, Milk Chocolate with Hazelnut filling and White Chocolate with Canadian Maple. Buy them at Fruitful Yield stores and online at florahealth.com. Omega Truffles make a great gift and a healthy addition to your dietary regimen.



These are not the bundt pans that our grandmothers used. If you haven't seen these yet, **Nordicware** has a fabulous line of themed bundt pans guaranteed to make delectable cakes and create family holiday baking memories for years to come. (Who doesn't have fond memories of grandma's cakes and cookies when they were a kid?) My daughters love the Fairytale Cottage, Carousel, and Castle pans and my four-year-old son loves to play with the Stadium Pan, which looks exactly like a football field. These pan varieties and many more can be found at Ace Hardware, Bed Bath & Beyond, Home Depot, JCPenney, Kmart, Linens N Things, Target, Wal-Mart, Williams Sonoma and online at nordicware.com. Buy one for yourself and as a gift for someone who loves to bake; they will cherish it forever.



Sahale Snacks was founded on the idea of taking whole foods in their natural form and combining them with culinary inspiration to produce great tasting and nutritious snacks. Sahale has 6 different snack blends to date. Valdosta (my personal favorite) is made with black peppered sweet pecans and sweet cranberries, a flavor reminiscent of Southern cuisine. Their other flavors, Ksar, Sing Buri, Socorro, Soledad, and Dauphine, each mirror the origin of their name: Ksar is an exotic blend with a Moroccan kick, Sing Buri has a Thai flavor, Socorro, is a Southwestern blend of macadamia nuts, hazelnuts, mango and papaya, Soledad is a Mediterranean mix featuring almonds, flax seeds and tender dates and Dauphine, is a French provincial flair with dried blueberries, walnut, banana and shaved coconut clusters. The company also does a fabulous job of relaying their ingredient information to their customers – they also voluntarily break down the fat counts in detail by every category on the back of their packages. You can find Sahale Snacks at Target, Wild Oats and a variety of other stores in the city and suburbs. Bring a bag of Sahale Snacks to your next



Paiva (pie-vah) is a premium athletic fashion boutique which just opened in Water Tower Place late last October. Created exclusively for active women who seek a blend of fitness and fashion, the 4,000 square foot store features a unique collection of brands, including Nike, Adidas by Stella McCartney, Puma, Norma Kamali, Fila, and Prana to



name a few. Prior to the Chicago opening, a member of the CWM staff checked out the Paiva store in Minneapolis and was quite impressed. She said her shopping experience was maximized by a genuinely helpful and informative staff, oversized fitting rooms (which are also stroller accessible) and hospitality served bottled water. She also agreed with Paiva's claim that their "integrated presentation" approach does make them a one-stop-shop for outfitting yourself from head to toe. Stop in the new Paiva store this holiday season and take a look for yourself.

Let's talk dessert! **Athena's Silverland Desserts** (cover story) need to be a must on your holiday gift list and party menus this year. Their gourmet brownies, cookies and dessert bars are all natural with no preservatives, no added salt and are absolutely top drawer. Athena has something for everybody too. In addition to their low fat, fat free and new health bar lines, the company also just added a Sugar Free Lemon Bar to compliment their Sugar Free Brownies that is to die for! (Had I not read the label, I would never have known they were sugar free, that's how good they are.) Holiday orders are further complimented by a great variety of seasonal gift boxes and tins to choose from. Take advantage of Silverland's exclusive CWM Reader Discount too! Order online at silverlanddesserts.com and receive 15% off. To redeem your discount, enter CWM (in capitals) in the coupon code section of the order page.



Great healthy gift idea! Check out **Omron Healthcare's** new Fat Loss Monitor with Scale. Consumers can not only track their overall weight loss and body mass index (BMI), but can also monitor reduction in their body fat percentage – a true indicator of healthy weight loss which shows the loss of fat, not muscle. The HBF-400 retails for \$49.99 is available at local drug stores and can also be purchased online at omronhealthcare.com

Orzo Pasta with Sauce Bolognese, Roasted Sweet Potato and Strawberry Banana Purée sound like menu selections from an upscale eatery, but actually are three of the new gourmet baby food offerings from **Nummy Nums™**, the first fresh-frozen, all-natural, healthy baby cuisine made with no added sugar or salt. After spending years in LA as a chef at top restaurants and personal chef to many A-list celebrities, Arlene Yanover used her culinary gift to create a line of all-natural entrée's for her own baby girl. You can find more information on the Nummy Nums variety of products for babies six months of age and up at nummynums.com. This is a great gift idea for parents everywhere!



Thou Shall Snack® is receiving high praises for their new Jewish inspired snack food, Latke Crisps. The Crisps combine the savory flavors of homemade potato pancakes with 100% natural, wholesome ingredients for an old world flavor. They are baked, not fried, are low in fat with zero trans fats, and contain no artificial additives or preservatives. The original flavored Latke Crisps are kosher parve, meaning they contain neither meat nor dairy. For more information on this wonderful new snack, log onto thoushallsnack.com.



Geek Tweak Holiday Travel Tips

In a recent memo from headquarters, Geek Squad Agents warn: *The last thing you need when traveling during the holiday season is to feel stranded because your PDA goes kaput, is tampered with or gets lost.* Amen, Geeks, and there's also nothing more aggravating than realizing half way to your destination that you forgot to pack your cell phone charger too.

In an effort to make your journeys this season a tad brighter, here is the Squad's TOP THREE TWEAKS for holiday travel:

Text for Directions Take advantage of services like UpSnap or Google SMS. Send a text message with your query and it will reply with the address and phone number of the business you requested.

It's your iPod, don't wear it out. If you're bringing your iPod on the road, the urge can be to keep it plugged in and charging whenever it's not on your head. WRONG! In order to maximize the lifespan of your musical traveling companion, run the battery life completely down before recharging.

Tag your mobile device so if it gets lost, it will come home. Safeguard your device with products like StuffBak or BoomerangIt, which promises to turn 'lost' into 'found' through product tracking and labeling systems.

Respect your gizmos, and have a safe and happy holiday season!

From our Squad to yours,
The Geeks

