



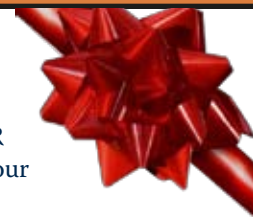
A Message From Chef Mike

Happy Holidays! On behalf of all of us at Service Foods, we send our sincere wishes for a joyous holiday season. Whether you celebrate Christmas, Hanukkah or Kwanzaa, the holidays are a chance for all of us to spend quality time with family and friends and to reflect on the past year.

I hope you enjoy this issue of *The Service Foods Gourmet Kitchen*, which features a delicious

dinner party recipe, tips for getting some much needed 'R & R', and strategies to keep your weight in check.

As always, if you have thoughts, comments, or feedback for me on this newsletter, my recipes, our food, or anything else, please e-mail me at ChefMike@ServiceFoods.com. Wishing you peace, success and good health this holiday season.



Service Foods Recipe Of The Month - Standing Rib Roast

- 3-4 lb. rib roast
- 2 tbs. fresh rosemary, chopped fine
- 2 tbs. prepared horseradish, drained well
- 2 tbs. garlic
- ¼ cup olive oil
- ½ tbs. fresh cracked black peppercorn
- ½ tbs. kosher salt

Preheat oven to 500 degrees.

1. Take the roast out of the refrigerator one hour before cooking. Rinse and pat dry with a paper towel.
2. Mix the rosemary, horseradish, olive oil, peppercorn and salt in a bowl.
3. Place the roast in a baking pan with the fat side up (bones facing down). Rub the rosemary/horseradish paste over the roast and place into the oven.
4. After 10 minutes, lower the oven temperature to 200 degrees. Cook roast at this temp for 20 minutes per pound (for medium-rare).

Au Jus

- 1 can (10 oz.) beef broth
- 1 shallot, chopped
- 1 tbs. olive oil

1. Add oil to a preheated saucepan.
2. Add the chopped shallot and sauté for one minute.
3. Add the beef broth and simmer for three minutes. Strain and enjoy with your roast.

You can watch a video demonstration of me preparing this delicious recipe at www.ServiceFoods.com!

Enjoy! Chef Mike



Swain Family Raised Four On Service Foods!

Melissa and Michael Swain of Kernersville, NC, make sure their freezer is always stocked with Service Foods. In fact, they've been stocking up since 1984, with no breaks. "I was pregnant with my third child when we first signed up," says Melissa. "And now, 24 years later, we've still got a stocked freezer!" And, proudly notes Melissa, they're still using the same freezer. "We've had that freezer for 24 years, and it's been the most trustworthy freezer for all of our orders!"

Melissa credits Service Foods for keeping her family happy at mealtime for all of these years. "After a busy day of work, it's so great to be able to grab something hearty and healthy out of the freezer without having to run to the grocery store," she adds. A busy working mom of two sons and two daughters, who are now grown, Melissa also loves that her kids were big

fans of Service Foods. The family favorite: steaks. Over the years, her sons and husband became so accustomed to their delicious dinners every night, that they even took to snacking on them. "I'd come home every now and then from work and find my sons or husband cooking up a Service steak as a snack! It's like they thought it was what you do when you get home from school!"

Melissa is confident her freezer will hold out for the many more years of Service Foods' deliveries!



The Swain Family

Congratulations To The Winner Of Our November Trivia Question!

Congratulations to **Rochelle Clark of Cumming, GA** for submitting the first correct answer to last month's trivia puzzler: Which president moved Thanksgiving to the third Thursday of November in order to lengthen the holiday shopping season?

- a. Ronald Reagan
- b. Woodrow Wilson
- c. Franklin Roosevelt
- d. Lyndon Johnson



The correct answer was "c," Franklin Roosevelt! Rochelle wins a delicious pecan pie! Now, how about you? Are you ready to take on the Service Foods Trivia Challenge?

December Trivia Challenge

Here's a little test of your Christmas knowledge. Not counting Rudolph, how many reindeer pull Santa's sleigh?

- a. 6
- b. 7
- c. 8
- d. 10
- e. 12



The first correct answer emailed to me at ChefMike@ServiceFoods.com wins a scrumptious chocolate velvet cake!

Chef Mike Wants To Know Your Favorite Team!

January is the month for bowls, not dishes, bowls. Collegiately speaking, you've got the Rose Bowl plus bowls for Sugar,



Oranges, Cotton and more. We have a lot of loyal sports fans. So, I'm curious, is there one team that has grabbed your heart? It could be your high school or college team, a pro team or a racing team. Please tell me: What team have you been loyal to and why? Share your favorite team with me at ChefMike@ServiceFoods.com! Thanks and I can't wait to hear who you root for.

Rest, Relaxation And Recovery!

Kim Kantor, Ms. Fitness Southeast



The holidays are the perfect time to catch up on what we like best. Spending quality time with family and friends enables us to recharge our batteries and get ready for the year ahead. Too often, we neglect our own bodies and skimp on the rest we really need. That's why this December, we're focusing on Rest, Relaxation and Recovery – our "Three R's" that'll keep your body in good health.

REST

Too little sleep can lead to increased stress levels, decreased metabolism and suppression of your immune system. Sleep is essential to regulating our metabolic system. Sleep loss is associated with changes in appetite, and disturbance of glucose levels in our bodies, which can lower insulin. A decrease in insulin levels pushes us to eat more. If you're doing everything right in the eating department but still feel hungry all the time, it may be that you're not resting enough! Try the 'R and R' diet and see what changes for you.

RELAXATION

About 95% of all illness is caused or worsened by stress. Without an efficient amount of sleep our cortisol level can remain elevated, keeping the body in a state of alertness and driving up our blood pressure, which increases the risk of heart attack and stroke.

RECOVERY

Your body needs six to eight hours of sleep for your muscles to recover. In the first stage of deep sleep, your body releases growth hormones to help break down fat which supplies energy for tissue repair. Without enough sleep, your immune system can weaken, possibly leading to sickness. If you are getting four or fewer hours of sleep per night, it may lead to higher heart rate and lower heart rate variability which over time can lead to high blood pressure.

So the next time you are overly stressed or sore, try yoga, take a walk or hop into a bubble bath...but listen to your body and get some SLEEP!

I love hearing from you, so if you have a fitness-related question for me, please visit my web page at <http://www.servicefoods.com/fitness>. Have a healthy day!

In Our Customer's Words...

Dear Chef Mike,

I had a family cookout yesterday, a treat to my oldest son as he left this morning to head off to school. The steaks I received from Service Foods were absolutely the most tender, juiciest cuts that I have ever eaten. WOW! My entire family could not get enough. I just wanted you to know after all these years I don't know why I didn't start ordering sooner. Thank you for a wonderful product. I know I am not the newest customer, but I am certainly the happiest and most satisfied. Thanks for everything!

Hank Kekoolani



Why Service Foods?

At Service Foods we care about one thing: Providing you and your family with delicious and healthy meals! We select only the finest beef, pork, poultry, and seafood that is free from steroids, growth hormones, chemicals and preservatives.

Economic times are challenging for many companies. Some are making cutbacks or

reexamining their quality standards in an effort to save money. Unlike others, we will NEVER lower our standards. You can count on us for the nutritious, natural foods that taste great and are good for your family. And that's one less thing for you to worry about.



The Service Foods Spotlight!

Look who's in the spotlight on this month! Thank you to our generous clients who referred us last month. You are the best! **My heartiest thanks to:**

- **James and Keisha Gwinn, Jr.** of Atlanta for referring John and Kathy Bell
- **Timothy Bosworth** of Thomaston for referring Nason Blackwell
- **Joseph and Patti Flow, Jr.** of Clermont for referring Joseph and Laurie Flow
- **Travis Jones** of Stone Mountain for referring Floyd and Shenica Gresham
- **Gaylon and Michelle Willis** of Atlanta for referring Erika Jones
- **Joseph and Laurie Flow** of Toccoa for referring Denise Martin
- **Kisha Wesley** of Stockbridge for referring James and Nicole Mathis
- **Chris and Monique Laguerre** of Riverdale for referring Lekeisha Nelson
- **Bryan and Susanna Musgrove** for referring Travis and Dawn Nolan
- **Christopher Geller and Kathy Adams** of Ball Ground for referring Eric and Michelle Rhonhouse, Sr.

- **Andrew and Ursula Cook** of Smyrna for referring Michael Szweda and Tayrn Griffin



And special recognition to:

Erika Jones of Atlanta for referring Spencer Curtis AND Gannon and Elie Goodson **TWO REFERRALS!**

If you know someone who could benefit from our service, please let them know about us! For each referral that joins the Service Foods family, **you'll receive a \$100 credit and the free dessert of your choice on your next reorder!** I hope you'll consider referring us not just for the reward but because you believe we provide better, healthier food. To refer a friend, simply go to www.ServiceFoods.com and fill out the easy referral form. We'll take special care of your friends and even give them a surprise gift from you! Thank you in advance for your support!

Happy Holidays From Service Foods!

There's nothing like a family dinner on the holidays. Such a special occasion, of course, calls for a special meal. May I suggest our spiral sliced honey-baked ham, House of Raeford turkey, or our melt-in-your mouth standing rib roast (December's recipe of the month)?

All are wonderful and would make an excellent entrée at your dinner table. Your relatives will thoroughly enjoy it and you'll get rave reviews! If it's time to reorder, please ask Adam about adding any of these items to your delivery. Happy holidays from all of us here at Service Foods!

Three Easy Ways To Place Your Order:

1. **Call Adam at 800-750-7239 or 770-279-4730**
2. **Order Online at www.ServiceFoods.com**
3. **Email Adam at Service@ServiceFoods.com**



How To Ward Off Holiday Weight Gain - *Dana Yarn, RDLD*

'Tis the season to spend time with family and friends and enjoy the endless holiday parties packed with yummy holiday foods. 'Tis also the season to gain weight. Research shows the average person gains five to ten pounds every holiday season. And if this becomes an annual pattern for you year after year, you'll soon find that holiday weight gain can add up to be a big problem. Still want to enjoy the holidays without suffering the weight consequences? Here's how:

Food Journaling is an excellent way to keep track of the amount and type of food you put into your body. If you're forced to write it down then you'll think twice before putting it in your mouth. Tracking food intake is about accountability and personal reflection. A food log shows patterns so you may think you are okay eating certain foods but seeing it in writing will cause you to make changes. By doing so, you can add up calories, protein, carbs and fat or you can just simply log the food for accountability. You may discover that the 400 calorie espresso drink is really not worth it after all.

Time Management can help you stay on a healthy track this season. Lack of time is an easy excuse people use when they fall

back into bad habits like eating on the run and skipping workouts. If you know you are going to be shopping all day or traveling in the car to visit family, make sure to bring healthy snacks such as protein bars, trail mix or raw almonds with you. You will be less tempted to snack on junk food if have a healthy snack on hand. If there is no other choice but to eat out, chose something healthy such as a grilled chicken salad with balsamic dressing.

Stay active, make up the extra calorie consumption by burning off more calories through workouts or outside activities. I tell my clients if you eat hard you better play hard in the gym!

Enjoy the holiday goodies in moderation this season! You will be proud of yourself on January 1, 2009 when you step on the scale and realize that you did not gain that extra five (or ten) pounds!

For more of my favorite holiday weight control tips, check out my blog at <http://eating-right.servicefoods.com>.



Welcome To New Clients!

Here are some of our new clients who became members of my Service Foods Family this past month. I'd like to welcome you and wish you all the best:

John & Kathy Bell; Black & Matt Blackwell; Gordon & Shannon Cahoon, Jr; Jonathan & Dana Cain; Spencer Curtis; Trevor & Laurie Flow; Todd & Wren Garner; Chris Geller & Lee Adams; Gannon & Elie Goodson; Floyd & Shenica Gresham; Detra Griener; James Jackson; Erika Jones; David & Valerie Kelly; Chris & Mo Laguerre; Denise Martin; James & Nikki Mathis; Lekeisha Nelson; Travis & Dawn Nolan; Eric & Michelle Rhonehouse, Sr.; Michael Szweda & Tayrn Griffin; Ed Or Juni Wilbanks, Jr.; Lee Wilder; Dewayne Williams, Sr.

Holiday Factoid

The Rockefeller Center Christmas tree has more than 25,000 lights strung on more than five miles of electric wire.

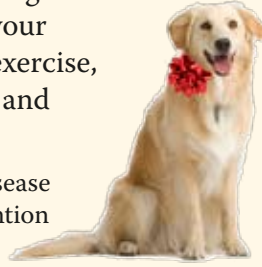


-WNBC.com

Get A Pet, Love Longer

Did you know that pets can decrease your blood pressure, cholesterol levels, triglyceride levels, and feelings of loneliness? Other good news: Pets can increase your opportunities for exercise, outdoor activities, and socialization.

—The Centers for Disease Control and Prevention



"You weren't good this year, so instead of that video game system you wanted, you'll be getting an educational toy."

Mark Your Calendar



Winter Solstice, Dec. 21

First day of winter in the Northern Hemisphere.



Hanukkah, Dec. 22-29

Marks the 165 BC victory of the Maccabees over the Syrians and the rededication of the Temple of Jerusalem.



Christmas, Dec. 25

Most popular of Christian observances, commemorating the birth of Jesus Christ.



Kwanzaa, Dec. 26-Jan. 1

Seven-day festival stresses unity of the black family, emphasizing black history and culture.



New Year's Eve, Dec. 31

A night of celebration to welcome in the new year.

◆ Customer Profile - The Swain Family

◆ How To Ward Off Holiday Weight Gain

◆ Recipe Of The Month:
Standing Rib Roast

◆ Inside this month's issue:

The Newsletter For Healthy Living



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