



A Message From Chef Mike

Welcome to the July edition of the *Service Foods Kitchen*. I hope you're enjoying this delightful summer with family, friends and, as always, good food. This month's issue is packed with summer fixins' that'll make your mouth water. From our newest Service Foods menu item, St.

Louis Style Barbeque Ribs, to our recipe of the month, Root Beer Pork Chops, your summer table is sure to be filled with the most delicious flavors.

Inside, we also have exciting contest results to announce, an important article on staying hydrated in the summer heat, and even a piece for our weightlifters out there. And if that's not enough, did you know that our CEO, Keith Kantor, will be a featured environmental expert at the upcoming GreenBusiness Works environmental expo in Atlanta this fall? Service Foods is not only a leader in what we bring to your table, but how we get it there too.

As always, if you have thoughts, comments, or feedback for me on this newsletter, my recipes, or anything else, please email me at ChefMike@ServiceFoods.com. Have a great July, and of course, thank you for your business.

Service Foods Recipe Of The Month - Root Beer Pork Chops

Serves 4

- 2 tbsp canola oil
- 4 boneless pork chops
- 3 cans (or bottles) root beer, 12 oz. each
- salt and pepper, to taste
- 1 cup beef stock
- 2 tbsp brown sugar
- ½ tsp chipotle chili pepper
- 2 tsp Worcestershire sauce

1. Place the pork chops in a dish and pour in 2 cans of root beer. Refrigerate for 2 hours to marinate. Remove the pork chops from the root beer and season to taste with salt and pepper.
2. In a large skillet, combine the remaining can of root beer with the beef stock, brown sugar, chipotle pepper and

Worcestershire sauce. Simmer over medium heat until it reduces by 75%. Set aside.

3. Heat a large skillet over medium high heat for 1 minute. Add the oil and swirl to coat. Add the seasoned pork chops and cook for 3 minutes per side. Reduce the heat to medium low and continue to cook until tender. Serve with the root beer reduction sauce.

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

Enjoy! Chef Mike



The Service Foods Steak Rub Contest – We Have a Winner!

We asked and you shared! We were truly overwhelmed by the amazing recipes that came in after we announced our exciting Steak Rub Contest. Each one of your family rub recipes was terrific, but we could only pick one winner!

We're pleased to announce the contest winner is **Janet Tharpe of Franklin, TN**. Janet wowed us with her "**Rub, Sweat & Tears**

BBQ Rub!" Janet wins an 8" professional chef's knife, a bamboo cutting board, and a case of 12 steaks of her choice. Plus, her rub will be featured in an upcoming grilling video with Chef Mike! Congratulations, Janet!

Below you'll find Janet's winning recipe as well as our first and second runners up. All make excellent rubs on your favorite Service Foods proteins!

Grand Prize Winner:

'**Rub, Sweat & Tears BBQ Rub**' submitted by Janet Tharpe of Franklin, TN

- 2 tbsp kosher salt
- 2 tbsp freshly ground black pepper
- ¼ cup paprika
- 1 tbsp cayenne pepper
- 2 tbsp cumin
- 2 tbsp brown sugar
- 1 tsp garlic powder
- 1 tsp grated lemon peel

Mix ingredients together. Rub meat 4 hours or more before cooking. Use on beef, chicken or pork. Will keep well in airtight container for several months.

First Runner Up:

'**Stephen's Steak Seasoning**' submitted by Suzanne Elms of Asheville, NC

- 1/2 tsp dried marjoram
- 1/2 tsp dried tarragon
- 1/2 tsp dried basil
- 1/2 tsp dried green bell pepper flakes
- 1/2 tsp paprika
- 1/2 tsp dried mixed herbs
- 1/4 tsp cumin seeds
- 1/4 tsp onion powder (not onion salt)

Grind together. The flavors are strong, so use lightly at first, then to suit your taste. Can be used to sprinkle on meat, or lightly roll small roast in same mix as a "crust." Especially good on pork.

Second Runner Up:

'**Our Family Steak Rub**' submitted by Alex Newbold and Johanna Lisle of Dallas, GA

- 4 tsp paprika
- 1 tsp kosher salt
- 1 tsp table salt
- 1 tsp dried minced garlic
- 1 tsp oregano
- 2 tsp ground black pepper
- 1.5 tsp cayenne pepper
- 1 tsp dried minced onions

Mix together and rub on meat before cooking.

The Service Foods Spotlight!

Thanks to our wonderful clients who've referred their friends and family last month. You are the best! **My heartfelt thanks to:**



- **Michael & Traci Bulloch** of Flowery Branch for referring Brant & Jami Bailey
- **Mark & Kristi Debrincat** of Canton for referring Milford & Concetta Bibens
- **Robert & Ruth Thomas** of Dallas for referring Jeffrey & Suling Hogan
- **Asa & Tonia Williams** of Atlanta for referring Ellen Samuels
- **Raymond & Sue Debrincat** of Gainesville for referring Fred & Susan Wilson III
- **Sean & Lesley Graham** of Stone Mountain for referring Deon & Selina Earle

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 personally welcome you and wish you all the best:

Brant & Jami Bailey, **Melford Bibens**, Marcus Brown, Latonia Burks, **Tim & Gail Chambers**, Melanie Copeland, **Robert Crews**, Rick Davies, **Deon & Selina Earle**, Kenneth Harper, Sr., **Jeff & Suling Hogan**, Roger & Jenny Richardson, **Ellen Samuels**, Kim Thompson, **Frederic & Susan Wilson III**, Erich & Suzeanna Gunthel.

Protecting Yourself From The Sun

By Karen DeFiore, RN



Summer is here! That means we're probably outside more, enjoying time at the pool, playing tennis or golf and sharing in backyard barbecues. But while we're enjoying what summer has to offer, we should also take extra caution to protect ourselves from the sun's harmful rays. This extra exposure to the sun is not to be taken lightly. One of the most deadly, yet preventable, diseases we can protect ourselves from is skin cancer.

When you have to be in the sun, protect yourself by covering up, wearing a hat and applying sunscreen with an SPF of at least 30. You should also have regular skin cancer screenings with your primary health care provider or a skin specialist.

Did you know that eating certain foods or following therapeutic diets may help prevent skin cancer? Several studies have investigated the role antioxidants (including vitamin C, vitamin E, beta-carotene, zinc, and vitamin A), folic acid, certain fats and proteins, and a variety of whole foods play in preventing disease. While results are not absolutely conclusive, initial findings are encouraging.

There may also be a protective effect from eating fish, beans, carrots, chard, pumpkin, cabbage, broccoli and vegetables, all containing beta-carotene and vitamin C. Chef Mike has given us several wonderful recipes for grilled fish. These, coupled with our all natural and organic vegetables are a great addition to any summer dinner table.

Enjoy your summer, eat well, and remember to protect your precious skin! If you have a medical related question, please email me at **nurse@servicefoods.com**.

Karen DeFiore is a Registered Nurse who has worked in pediatric, orthopedic and surgical nursing.



Are You Properly Hydrated? Dana Yarn, RDL



Water is by far the most essential nutrient that the body needs to function properly and maintain a healthy weight and energy level. The human body can only survive a short period of time without water and an athlete's performance can suffer dramatically with even the slightest hint of dehydration.

Symptoms can include headaches and dizzy spells – which can make for a pretty miserable experience whether you're playing golf, tennis, or just outdoors. So no matter what your activity or level of exertion, you should always have a water bottle close by.

I have personally found that water also keeps the munch monster away. The first sign of thirst can actually be mistaken for hunger. The next time you feel a craving coming on, drink 16 ounces of water instead of giving in and grabbing a sugary snack. The extra water will send a false signal to your brain that your stomach is somewhat full, which in turn will help you control your hunger. Drinking a large glass of water as soon as you sit down to the table at a restaurant is a great weight loss strategy; the water will make you feel full and help you avoid eating too much bread, or chips and salsa!

Here are a few tips to help keep you hydrated, especially during the hot summer months:

Hydration Guidelines

- Aim to drink approximately half of your body weight in ounces. For example, a 150 lb person should be drinking about 75 oz per day. event or workout.
- Drink about 8-16 oz of fluid 2 hours prior to an outdoor event or workout.
- Drink about 4-8 oz of fluid 15 minutes pre-exercise to maximize absorption without urination.
- About 4-8 oz of fluid is needed every 15-20 minutes during exercise.
- Drink at least 16 oz of fluid following exercise. You will need even more in hot weather.
- Try drinking at least 8 oz at each meal and between each meal. Remember: thirst is not a reliable indicator of hydration status.
- Sports drinks containing carbohydrates have been associated with enhanced performance and delayed fatigue in exercise events lasting 1 hour or more, such as a tennis match.
- If you have to have your caffeine, such as coffee or tea in the morning or an energy drink for lunch, make sure to rehydrate with 8 oz of water.
- Remember that air travel will increase your hydration needs.

To check out my latest video, log onto my blog at <http://eatingright.servicefoods.com>.

When Do You Need A Weight Belt In The Gym?

Kim Kantor, Ms. Fitness Southeast

I often receive questions about who should wear a weight belt, mostly from people who see others wearing them in the gym. A weight belt isn't for everyone, so before you consider strapping one on, make sure you know if it's right for you.

First, let's talk about what a weight belt does. It provides you with extra stability in your lumbar area, which can be helpful when working with very heavy weights. It also gives you a psychological advantage when you start to move out of your comfort zone with weights you haven't lifted before.

What's important to remember is that if you're lifting heavy weights, you should already have an "inner weight belt" which consists of your abdominals, lower back, and diaphragm. So, before attempting to lift "heavy," it's critical that your core is strong and as firm as possible. The whole point to building the core is to help you effectively transfer energy from your legs, through your

"inner weight belt," and into the weight bar.

That being said, let me go ahead and throw out a general rule about belts. If you're a casual lifter, or just someone who wants to build strength or add some additional muscle, I think you can safely get by without a weight belt.

If you're a power lifter, or someone seriously training to achieve maximum strength, then I think a belt is a good thing to have in your gym bag. You won't need it all of the time, but it's nice to have it when you're going up into ever higher weight levels.

Both the weekend warrior and the serious lifter, however, need to focus on building core strength and stability first, before attempting to lift heavy weights where a belt's support could be of benefit.

If you have a fitness related question, please email me at fitness@servicefoods.com.



June Trivia Winner

Congratulations to Gary Boulier of Cartersville, GA for winning last month's trivia puzzler: What is the origin and definition of the word *solstice*?

- A) Latin for "sun stands still"
- B) Greek for "time stops"
- C) Greek for "sun rotates"
- D) Latin for "midnight"

The correct answer is "A." In Latin, the words mean *sun stands still*. This occurs when the sun is directly over the Tropic of Cancer at noon. **Gary is a two time trivia winner!** Now how about you? Are you ready to take on the Service Foods Trivia Challenge?

July Trivia Challenge

In keeping with our summer theme, which former member of the rock band "The Eagles" wrote the 1984 hit, "**The Boys of Summer**"?

- A) Glenn Frey
- B) Randy Meisner
- C) Joe Walsh
- D) Don Henley



Send your answer to me at ChefMike@ServiceFoods.com. If your answer is correct, you'll be entered into a drawing to win a scrumptious apple pie!

Indulge With Our Barbeque Ribs!

C'mon, is there anything better on a summer night than sweet, savory and (yes, sticky!), melt-in-your-mouth barbeque ribs? Our newest menu item is a four lb box of fully cooked, St. Louis Style Ribs with our special barbeque sauce. These amazing ribs are so easy to prepare. Simply preheat the oven to 350 degrees and heat for 30-35 minutes. Presto!

Granted, these aren't the healthiest item on our menu, but everyone's allowed a little indulgence now and then. Let's just not tell Dana, our dietitian, about this, OK? And these are good... real good.

Why not try these on your next reorder? Your family will go gaga and you'll be the hit of the picnic! Just make sure you have a few wet wipes at the ready! You'll need 'em!



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

In Our Customer's Words

“My wife and I had been loyal customers for over four years now and have even referred several people to your products (like Chad Christy to my right in the photo). We came to Service Foods because we believe in a healthy, vibrant lifestyle and promote that with our own nutritional products daily. We believe in what you do at Service Foods. However, with the crashing economy and unstable automobile industry (my primary career), we thought we would not be able to re-order and attempted to go back to the supermarket during the first part of the year. After about two weeks of not being

able to find what we wanted, having to pay just as much or more (not to mention the additional trips to the store), my wife said 'this is crazy!' and called up the timely Service Foods representative, who had us back in stock in about a week. I just want to thank you and your team for always providing us with HIGH QUALITY AND CONVENIENCE AT A GREAT PRICE. By the way, the flank steak is our new favorite! Take care and thanks again. ”



Mike Edwards and Chad Christy

Mike Edwards
White Bluff, TN

Problems With Energy Drinks

Most energy drinks have high levels of caffeine, sugar and herbal supplements, such as taurine. Many contain such large amounts of these substances that they can cause irregular heartbeat, irritability, nervousness, nausea and sleep problems.

If consumed when you are dehydrated, with alcohol, or too quickly before a sporting event, these drinks can be dangerous. Fainting or even a heart attack could occur; say doctors at the Mayo Clinic. Remember, energy doesn't come in a can!



Service Foods CEO To Be Featured At Environmental Conference



At Service Foods, we've always been known for the healthiest and most delicious food available. But did you know that our all natural proteins and sides aren't just good for you, they're good for the environment, too?

With our new packaging standards and environmentally friendly work policies, Service Foods is now considered a leading "Green"

company in our community. A larger audience is starting to take notice too. Recently, our very own CEO, Keith Kantor, was selected as a featured 'Carbon Neutral' expert panelist at the upcoming GreenBusiness Works™ Expo, taking place this September in Atlanta. The conference will bring together leaders in the environmental and business communities to discuss synergies between the two. For more information on the conference or to register as an attendee, visit www.greenbusinessworksexpo.net.

Tell Us Your Service Foods Story... And Win!

Has Service Foods helped you improve your life, overcome a health challenge, or turned your child into a star eater? If so, we want to know! Simply tell us your story about how Service Foods has made a difference in your or your family's life and you could not only be featured in an upcoming newsletter, but win a host of fabulous prizes!

There are several ways to enter:

- Write us a letter and send to: Chef Mike "Tell Us Your Story" 4355 International Blvd, Norcross, GA 30093
- Email Chef Mike (ChefMike@ServiceFoods.com)
- Post a video on YouTube (send us the link to email above)

- Write on our Facebook wall (ask your kids if you don't know how to do this)
- Tweet about us on Twitter (include "@ServiceFoods" in your tweet)



Prizes

Winners will receive a **complete set of Lake Industries cookware and professional cutlery**. The grand prize winner will receive **Two Round Trip Air Tran Business Class Tickets** to wherever Air Tran flies. Excited? So are we! **Please submit your entry by September 1, 2009.** Good luck to all!

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The Newsletter For Healthy Living



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