



## A Message From Chef Mike

Greetings and welcome to the August edition of the *Service Foods Kitchen*. We're almost into fall! Can you believe it? I hope your summer has been full of family get-togethers, relaxing outdoor outings, and many gatherings around the table. This month's issue is filled with useful information and tips to help you

get your table and your household ready for the next season.

Our new skirt steak recipe is sure to get your mouth watering!

Informative articles this month will touch on the subjects of running and sodium consumption. We also have a trivia winner to announce! And speaking of announcements, did you know that we were recently named one of the 50 fastest-growing companies in Atlanta?! Read more about this exciting news on page three.

As always, we strive to provide you with valuable health-conscious information on the subjects of cooking for your family and staying healthy.

If you have thoughts, comments, or feedback for me on this newsletter, my recipes, or anything else, please email me at [ChefMike@ServiceFoods.com](mailto:ChefMike@ServiceFoods.com). Have a great August, and of course, thank you for your business.

## Service Foods Recipe Of The Month - Grilled Skirt Steak

### Serves 4

- 1 skirt steak, thawed
- 1 Tablespoon olive oil
- Instant Gourmet® Awake-A-Steak seasoning

### Zucchini Squash Delight

- 1 8 oz.-package yellow zucchini squash, thawed
- 1 Tablespoon olive oil
- 1 Tablespoon white onion, diced fine
- ½ Cup chicken stock
- 1 Tablespoon butter (Check out our new Plugrá butter!)

1. Heat your grill on high for 10 minutes. In the meantime, rub the skirt steak with the oil and season to taste with the Instant Gourmet® seasoning. Grill the steaks for 2-3 minutes per side.

Lower the heat to medium and continue to cook until done to your preference. Remove to a carving board and let rest for 10 minutes before slicing.



2. Heat a medium size pot over medium heat for one minute. Add the oil and onions and sauté for one minute. Add the squash and chicken stock and cover with lid. Simmer for 10 minutes. Add the butter and serve.

Enjoy with some Rice River Farms Calico Blend! You can check out a video demonstration of me preparing this delicious recipe at [www.ServiceFoods.com](http://www.ServiceFoods.com)! **Bon appétit! Chef Mike**

## Sodium – Are You Consuming Too Much? - Dana Yarn, RDLD

During every initial consultation, I always ask my clients if they are aware of how much sodium they consume on a daily basis. Most of them reply, "I don't eat any salt," when in fact they are consuming 2-3 times the recommended amount per day. Just a pinch or dash here and there can add up to unhealthy levels of sodium, especially when most foods already contain dangerous amounts of it. Almost 80% of sodium intake comes from eating processed foods and condiments. So even if you limit the amount of salt you add to your food, the food itself may already contain too much sodium.

Some people are more sensitive to the effects of sodium than others. Those in this group hold on to sodium more easily, which may lead to excess fluid retention and increased blood pressure. If you



are in that population, extra sodium in your diet increases your chance of developing high blood pressure – a condition that can lead to cardiovascular and kidney diseases.

Your body does need sodium to function properly and it does exist naturally in food. So how much sodium should you consume per day? **Most healthy adults should consume approximately 2500-3000mg of sodium per day**; those with health conditions like heart disease and hypertension should cut back to approximately 1500-2400mg of sodium per day. To put these numbers into perspective: **1 teaspoon of table salt has approximately 2300mg of sodium**, 1 tablespoon of soy sauce has approximately 1000mg of sodium per serving. Adding these extras while cooking or at the table raises the sodium content of your food tremendously.

*Continued on page two*

## Sodium – Are You Consuming Too Much?

*Continued from page one*

There's an added bonus to cutting back on sodium: your body will appear leaner due to less water retention. I have had some clients reduce their weight by 10 pounds as a result of cutting back on processed sodium-rich foods. If you are addicted to table salt on your food, a salt substitute is not the answer! **Salt substitute can put just as much strain on vital organs as table salt.** Instead of a salt substitute, choose fresh herbs, spices and low-sodium seasonings for extra taste on your foods.

### Different Strategies for cutting back on sodium:

- Eat more natural foods and fewer processed foods. Most fresh fruits and vegetables are naturally low in sodium. Also, natural meat is lower in sodium than luncheon meat, bacon, hot dogs, sausage and ham. Buy poultry or meat

that hasn't been injected with a sodium-containing solution.

- Remove or reduce salt from recipes whenever possible. You can leave out the salt in many recipes, including casseroles, stews and other main dishes. Baked goods are an exception. Leaving out the salt could affect the quality, as well as the taste of the food.
- Limit your use of sodium-laden condiments. Salad dressings, sauces, dips, ketchup, mustard and relish all contain sodium. Look for lower sodium options.

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



## Meet Our Newest Team Member!

We would like to introduce you to Shary Peek, our newest Service Foods sales representative! Shary graduated from Georgia State University with a bachelor's degree in Health and Human Sciences and a concentration in nutrition.

"I have always been passionate about leading a healthy lifestyle," says Shary. "Eating well and exercising are the primary ways to accomplish this. I'm thrilled that Service Foods allows me to promote my passion."

In January of 2009 Shary resigned from a high pressure corporate sales job to find a career that was more conducive to her passion. After two months of searching, she came across Service Foods through our very own resident dietitian, Dana Yarn.

After thorough research and with Dana's recommendation, Shary was smitten! "My new role as a Service Foods representative allows me to use my knowledge, nutrition degree,

and my passion about healthy eating to impact other families as well as provide for my own. Being able to sell something I truly believe in is such a rarity in the professional sales arena." Shary's new career also gives her time to balance her busy life as a working professional and single mom of two children, Joseph, 6, and Muriel, 4.



One arena which Shary is particularly excited about is Service Foods' Health Professional Partnership Program. "Being able to network with chiropractors, nutritionists, dietitians and personal trainers is a great source of contacts. Our service is a valuable resource to these health professionals who can then recommend it to their patients and clients. I am very excited about the opportunity I have with Service Foods!" We're very excited to have her on board!

## Enjoy An All Natural Skirt Steak!



In this issue's Recipe of the Month, we introduced you to a simple, yet exquisite dish – grilled skirt steak. This mouth-watering entrée is easy to make, requires only a few ingredients and is always a hit around the dinner

table. So, pick up a skirt steak with your next reorder! Remember to ask Adam what he's got cookin' for this month's reorder special.

### 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](http://www.ServiceFoods.com)**
3. Email Adam at **[azeisel@bellsouth.net](mailto:azeisel@bellsouth.net)**

## In Our Customer's Words

“ Thank you so much for the tremendous service your company provides. From the high quality foods to the service personnel who deliver and stock the food in our freezer, everything about your company is awesome. My family and I appreciate all of you taking great care of us. ”

*A very satisfied customer,*

**Jason Kean**  
Snellville, GA

## 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:

Lee & Michele Balos, Clint & Andrea Barnett, Dennis & Trina Brown, Randy & Lynda Case, J.D. Davis & Jamie Drobeck, Barry & Becky Drugg, Brett & Michelle Hicks, Kim Holmes, Barbara Jacob, Lawrence & Jackie Poindexter, Vee & Cree Shannon, John Speir & Mary Sams, Earl Stein & Marcey Burr, Tom & Suzanne Walbert, Michael & Laura Watson.

## Service Foods Named One Of Fastest-Growing Atlanta Companies

Here's some news we're excited about: Service Foods was recently named one of Atlanta's 50 fastest-growing private companies! The *Atlanta Business Chronicle* awarded us the 22nd place on this honorable list of successful businesses.

We're committed to helping our community eat better and live healthier, longer lives. We are exhilarated and grateful to you – our valued customer – for being loyal and supportive of our mission.



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

Has Service Foods helped you improve your life, overcome a health challenge, or turn 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! This is your **LAST** chance to enter this contest before time runs out, so don't delay!

### 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](mailto: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!

## New Unsalted Butter – The Healthier Choice

We all know that butter is not the most healthful food. However, sometimes it is a necessary component of a recipe. So if you *have* to use a bit of butter, why not go with the more wholesome choice for your family? Service Foods is now offering new Plugrá unsalted European Finishing Butter in 8 oz. packs. Plugrá butter imparts a richer taste and smoother texture to foods and is long preferred by leading chefs, bakers, confectioners and anyone who appreciates fine food.

So how is Plugrá butter better than conventional butter? Plugrá European Style Butter is slow-churned in a way that creates a lower-moisture, creamier texture than other butters. It's great for baking too! Its lower moisture content means that cakes will rise higher, cookies will crisp more evenly and pie crusts or croissants will be flakier.



## 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:

- **Kenneth and Kari Kilgore** of Woodstock for referring Dennis and Trina Brown
- **Ronald and Gay Eades** of Lilburn for referring Jeffery Davis and Jamie Drobeck
- **Shaun and Jean Rawls** of Atlanta AND Michael and Leigh Schiff of Atlanta for referring John Speir & Mary Sams
- **Lee and Michele Balos** of Marietta for referring Michael and Laura Watson

### And Special Recognition To:

- **Mark and Kristi Debrincat of Canton, GA** for referring Randolph and Lynda Case and Barry and Rebecca Drugg **Two Referrals!**

## July Trivia Winner

**Congratulations to Ray Hoffman of Canton, GA** for winning last month's trivia contest: 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



The correct answer is "D," Don Henley! Way to go Ray, you win a scrumptious apple pie. Now how about YOU? Are you prepared to try the newest Service Foods Trivia Challenge?

## August Trivia Challenge

What language does the word autumn come from?

- A) German
- B) French
- C) Italian
- D) Russian



Send your answer to me at [ChefMike@ServiceFoods.com](mailto:ChefMike@ServiceFoods.com).

If your answer is correct, you'll be entered into a drawing to win a French silk pie!





## Vitamin C: An Important Factor In Disease Prevention



As vitamins go, none have attracted the level of attention vitamin C has. It's not a cure-all for colds as thought in the 1960s, but recent research says it has great potential for helping to prevent heart disease, stroke and cancer.

Vitamin C is a powerful antioxidant. It blocks damage to cells caused by free radicals that contribute to the development of disease. For it to function at its best, however, the National Institute of Health says cells must be fully saturated with vitamin C. That requires consuming about 400 milligrams per day.

The vitamin's role as a component of collagen is less well known. Collagen is a component of skin, ligaments, tendons, blood vessels and scar tissue. The vitamin C in collagen is vital for wound healing and the health of skin, bones, teeth, cartilage and all body tissues.

At the Linus Pauling Institute at Oregon State University, the analysis of nine large studies shows that people who consumed more than 700 milligrams of vitamin C a day were 25 percent

less likely to develop heart disease. To get that amount of vitamin C, you would have to take a 500 mg. supplement and eat at least two pieces of fruit each day.

Cancer experts believe that getting just 200 milligrams of vitamin C per day may protect against several cancers. The experts recommend receiving the vitamin from natural food sources.

People who are watching their weight should get about 500 milligrams of vitamin C a day, according to the Oregon State University lab. Researchers have found links between the level of vitamin C in blood and body fat, as well as waist measurements.

The best way to get 200 to 400 milligrams of vitamin C a day is by eating 2 1/2 cups of fruits and vegetables daily.

### Mark Your Calendar

#### Labor Day – September 7, 2009

The celebration of Labor Day has its origins in the eight-hour day movement, which advocated eight hours for work, eight hours for recreation, and eight hours for rest. Bet you didn't know that!



◆ Meet Our Newest Team Member!

◆ Sodium – Are You Consuming Too Much?

◆ Recipe Of The Month:  
Grilled Skirt Steak

Inside this month's issue:

*The Newsletter For Healthy Living*



Service Foods  
4355 International Blvd  
Norcross GA, 30093

PRSR STD  
US Postage  
**PAID**  
Rome, GA  
Permit No. 79