



## A Message From Chef Mike

Greetings and welcome to the September edition of the *Service Foods Kitchen*. With yellow school buses everywhere, we should soon see the changing of the seasons and with it the fall foliage and the crisper air (finally!).

If you're short on time with school and sports-related activities, you're going to love our new recipe – beef kabobs with Uncle Jeff's BBQ sauce! This is my

brother Jeff's (Uncle Jeff to my kids) secret dipping sauce, and our family thinks it's really terrific. Please let me know if you like it.

This month, our expert columnists explore several important subjects, including how diet can impact children with ADHD. If you know someone who has a child with ADHD, do them a favor and pass your newsletter along to them. They'll thank you for it.

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 September, and thank you for your business.

## Service Foods Recipe Of The Month - Grilled Beef Kabobs With Uncle Jeff's BBQ Sauce

### Serves 4

- Service Foods beef or chicken kabobs
- 1 15-oz can of tomato sauce
- 2 Tablespoons of horseradish mustard
- 2 Tablespoons of apple cider vinegar
- ¼ cup packed dark brown sugar
- 3 Teaspoons of Worcestershire sauce
- 3 Teaspoons of hot sauce
- ¼ cup unsalted butter – ½ stick (Check out our new Plugrá butter!)

1. Combine all ingredients except the butter in a medium saucepan and bring to a boil. Stir in butter and simmer for 15-20 minutes. Allow to cool slightly; taste, and increase sugar or spices as desired.

2. Heat your grill on high for 10 minutes. Season the beef kabobs with salt and pepper and place on the hot grill for 3 minutes per side. Lower the heat on the grill and continue to cook until done (about 8 – 10 minutes). Baste the kabobs with the BBQ sauce during the last 5 minutes of cooking. Serve with the BBQ sauce.



Check out a video demonstration of me preparing this delectable recipe at [www.ServiceFoods.com](http://www.ServiceFoods.com)!

**Bon appétit! Chef Mike**

## Why Running? - Kim Kantor, Ms. Fitness Southeast



I love running now, but I was not always so fond of it. Starting out at this wonderful sport can be tough. So, let me give you some incentive as to why running is excellent for improving your health and fitness!

**Mental Health:** Running improves your mental health. When you run, the body produces endorphins which make you feel better during and after the run. For a nature-lover, outdoor running can be very calming and soothing, truly a meditative experience. Running gives you time to yourself, time to think, and time to notice the world around you. This was one of the first benefits of running for me.

**Waistline:** Running is an extremely efficient way of burning calories. This means it will help you keep your weight down

and allow you to enjoy a broader selection of foods you can eat. Running uses a lot of energy. Few other sports or activities are more efficient if you want to drop the pounds. Running is especially effective if you include a variety of other exercises with it, such as running up and down a hill or doing push-ups and sit-ups.

**Posture:** If you run the right way, you will automatically lower your shoulders, use your arms to help pump energy into your running pace, and tilt your pelvis forward. All of this will raise your head and prolong your spine.

**Balance:** When running outdoors, you have to deal with curbs, dogs, stones, branches and other miscellaneous objects. These changes in direction and speed will strengthen your balance. Having a strong sense of balance will make daily activities easier.

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## ADHD And A Healthy Diet - Karen DeFiore, RN

If your child seems inattentive, impulsive or hyperactive, he or she may have Attention Deficit Hyperactivity Disorder (ADHD). These symptoms are often noticeable before the age of seven and can cause some impairment in the child's daily functioning. The most common characteristics of ADHD are distractibility, difficulty with concentration and focus, short term memory difficulty, procrastination, problems organizing ideas and belongings, tardiness, and problems with planning and execution.

If you think your child has ADHD, you should see your child's pediatrician. If your son or daughter is diagnosed with ADHD, it is important you discuss with your physician the available treatments. Together with your doctor, you can decide on the proper therapy, including medical and non-medical interventions.

While prescription drugs are often a treatment option, in many

cases, ADHD has been linked to diet, including artificial colors, flavors and preservatives found in certain foods. Simply eliminating these additives or consuming less of them may reduce symptoms or eliminate them altogether.

Before you attempt to "cure" ADHD with pharmaceutical agents, speak to your doctor about natural alternatives, such as a change in diet, to help address the issue. Making healthy food choices for you and your child can have tremendous benefits, whether dealing with a current health issue or preventing future ones.

Here's to good health and a successful school year!!! If you have a medical related question, please email me at [nurse@servicefoods.com](mailto:nurse@servicefoods.com).

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



## The Service Foods Spotlight!

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



- **Timothy and Ricky Walls** of Monroe for referring Dennis and Katrina Nash
- **Jeffery Davis and Jamie Drobeck** of Columbus for referring Daniel and Gina Britt, Jr.
- **Earl Stein and Marcy Burr** of Jasper for referring Tracy and Traci Pless

### **And Special Recognition To:**

- **Mark and Kristi Debrincat** of Canton, GA for referring Brenda Ferrell

**REFERRAL TWO MONTHS IN A ROW!**

## 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:

Jason & Danyse Bourgeois; Dan & Gina Britt, Jr.; Ken & Becki Ellsworth; Ardith Ferrell; Victor Holden; Judy Kirkland; John & Kim McNerlin, II; Dennis & Katrina Nash; Hazel Oates; Tracy & Traci Pless; Leon Woodruff

## New Alfresco Pasta Now Available!

Craving fabulous, natural pasta? We're now offering new Alfresco Pasta, made in small batches from the highest-quality, wholesome ingredients, such as wild mushrooms, baby portabella, fresh rosemary, thyme, garlic and freshly grated cheeses. The tasty ravioli fillings are wrapped in tender sheets of golden pasta made from Durum Wheat grown in Montana and North Dakota. Sounds great, doesn't it?!

Local Tennessee farms provide the cured meats, fresh cheeses and seasonal produce Alfresco uses to create tasty items such as their Ashley Farms All-Natural Chicken and Sundried Tomato Ravioli with Feta Cheese and Fresh Basil.

High quality, fresh pasta has a relatively short shelf life. Pasteurization and preservatives are commonly used in the industry to preserve pasta and prolong shelf life. But pasteurization destroys the texture of the pasta, and who wants preservatives in their food?

Alfresco's unique flash freezing and packaging process locks in the freshness and taste, and their pasta retains the rough hand-made texture that is so, so good.

Taste the home-made difference! Varieties include: Wild Mushroom Ravioli, Ashley Farms Chicken Ravioli, Veal and Sage Ravioli, as well as Cappaletti Pasta. If you're due for a reorder, why not add these to your next delivery? 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)



## Why Running?

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**Bones:** The human bones are made to accommodate the demands placed upon them. When sitting all day long – at the office, in the car, in front of the TV – we allow our bones to grow weaker. If you run regularly, the bones meet resistance, which will make them stronger.

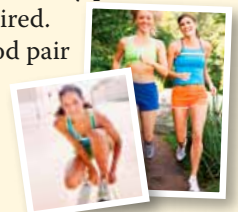
**Heart:** Running is a wonderful aerobic exercise, great for improving one's cardiovascular health. Training your heart and strengthening your cardiovascular system will lower your resting pulse; this in turn will also make you more fit to handle stress on a daily basis.

**Yes, I can!** Ok, remember...it's not easy at first! You will experience a burning sensation in your chest (it's your lungs getting surprised) and possibly a new sort of pain in your feet

and legs. Everything in your body might protest against this new level of activity. But after a few trips, your body will adjust and adapt, and what seemed impossible will soon be easily manageable. The first time you reach the goals you have set, you will be surprised by how amazing you feel.

Ever heard of a "runner's high?" Get out there and experience it for yourself! Running outdoors is free. Any healthy person can do it! Practically no special skills are required. All that is really needed is the desire and a good pair of running shoes!

If you have a fitness-related question, please email me at [fitness@ServiceFoods.com](mailto:fitness@ServiceFoods.com).



## The Importance Of Protein - Dana Yarn, RDL

Why do most fitness and nutrition experts say you need more protein in your diet?

The answer is simple....**PROTEIN WILL GIVE YOU RESULTS!** Lean protein keeps you feeling full for a long period of time and it helps to build and repair muscle mass (think firm mid-section).

Further, your body will burn more calories digesting protein compared to metabolizing carbs and fat, which are easier to break down. This concept is called the thermogenic effect of food.

It's a no-brainer; eating protein at each meal and snack will burn more calories AND you will not get hungry as quickly (reduced cravings!).

Now... do not get carried away! A woman can only absorb 25-35 grams of protein in one sitting, and a man can only absorb 30-40 grams in one sitting. Aim for .8-1.0 grams of protein per pound of your goal weight. (Example: if you weigh 185 lbs. and your goal weight is 160 lbs., aim for .8-1.0 grams per pound of 160lbs.) This would mean you would be consuming 125-160 grams of protein per day.

Protein is especially important for the health of your hair, nails, skin and muscles. Protein can be found in meat, poultry, fish, nuts, seeds, beans, dairy and eggs. The most complete and pure amino acids are found in lean meats, eggs and protein powders. Your body absorbs this type of protein the best.

Be sure to have a serving of protein and carbs at each meal in addition to some colorful vegetables and fruit throughout the day. Your body will thank you!



## "Tell Us Your Service Foods Story"

Thank you to all who entered our "Tell Us Your Story" contest. We've been touched by many of the entries we've received. Good news: we've decided to extend the contest for another month, to allow anyone who intended to enter, but didn't, to participate.

**CONTEST  
EXTENDED!**

If Service Foods has helped you improve your life, we want to know! Simply tell us your story 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](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 30, 2009**. Good luck to all!

## August Trivia Winner

**Congratulations to Janice Nieman of Woodstock, GA** for winning last month's trivia contest: Which language does the word "autumn" come from?

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



The correct answer is "B," French! Great job, Janice! You win a delicious French silk pie. Now how about YOU? Are you prepared to try the newest Service Foods Trivia Challenge?

## September Trivia Challenge

What Beatles song is 7 minutes 11 seconds in length, and hit #1 on September 28th, 1968?

- A) Help!
- B) Hey Jude
- C) Penny Lane
- D) Let It Be



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!

## Are You Using Your Referral Credits?

We hope so! Because there are lots of ways to do so! If you have a friend or neighbor who you think may benefit from our service, you'll be rewarded with referral credits, which you can use in any of these ways.



- 1) For each referral that joins our service, receive a **\$100** credit towards your next reorder and the free dessert of your choice.
- 2) Use your \$100 credit **immediately** and apply it toward your existing monthly invoice! No need to wait until your next reorder!
- 3) Save up to 12 referral credits between reorder cycles and **your next reorder is 100% FREE, regardless of size!** (\*reorder must be approximately the same size as your previous orders).

To refer a friend, please call **770-279-4730** or simply fill out the easy referral form at [www.ServiceFoods.com/refer](http://www.ServiceFoods.com/refer). Or you can send me an email to [ChefMike@ServiceFoods.com](mailto:ChefMike@ServiceFoods.com). We'll take special care of your friends and even give them a surprise gift from you. Thank you for your support!

## A Reality TV Star Is One Of Our Loyal Customers!



Bobby and Lori Goodson, loyal Service Foods customers for the past 15 years, have a reality television show on the Discovery Channel called "Swamp Loggers." In "Swamp Loggers," Bobby and his crew go into dangerous North Carolina swamps, looking for logs.



They use sophisticated equipment and machinery to retrieve logs out of the water – the logs are later used for timber.

Logging is the act of cutting down trees and/

or collecting already fallen trees for processing. Loggers use various machines to help gather logs out of difficult places, such as swamps or river bottoms.

Bobby and Lori own Goodson All Terrain Logging. They established the business almost 20 years ago and the Company has been growing ever since. Bobby's highly-skilled crew consists of long-term employees, most of them with over 10 years of experience and a core group that has been together for almost 18 years. A few of Bobby's team members even predate

the Company's founding, having worked for his father Bobby Goodson, Sr. Certainly, Bobby feels that his crew is like his second family – even his son Justin is part of the team!

Filming "Swamp Loggers" in North Carolina swamps has been exciting, yet often challenging for Bobby and his crew. The swamps can be filled with snakes and alligators, so the team has to be very careful. Filming often involves long hours of work. Plus, Mother Nature does not always cooperate with the filming schedule. Pouring rains or storms have been known to cut into production of the show. The Goodsons shared with Service Foods that they actually ate our steaks on their show, during one of the longer days.

"We had a cooking segment on the show, where one of the guys in our crew cooked some steaks. They were excellent! We've been customers of Service Foods for many, many years and we love it!", said Lori Goodson.

We at Service Foods are excited to have the Goodsons as our celebrity customers! Good luck with the show, Bobby and Lori!



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*The Newsletter For Healthy Living*



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