



## A Message From Chef Mike

October is one of my favorite months! Fall is truly here, with its wonderful holidays, which are a great reason to cook up a storm! Besides, who doesn't love Halloween?! In this issue of the *Service Foods Kitchen*, we have a wealth of great articles for you on important subjects, such as eating right for a healthy heart, resistance training, and the risks of sugar consumption. Our guest columnist, skincare expert Kelly Wolcott, explores the issue of aging and skincare – a topic that is

definitely popular in our baby-boomer culture.

If you're seeking a quick and hearty meal, you'll enjoy this month's new recipe – Mom's German Pork Chops! It's an old family recipe that came down from my German grandmother. Please let me know how you like them.

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 October, and thank you again for your business.

## Service Foods Recipe Of The Month - Mom's German Pork Chops

This recipe goes back over 100 years. It was taught to my mom, Erva (pictured in 1939), by her mother who was from Germany. Growing up, I knew we were having this for dinner when we did not have knives at our place settings. Very little chewing is necessary, as the pork chops will literally dissolve in your mouth. My dad called this recipe "Pork Chops and Apple Sauce."

### Serves 2

- 4 Service Foods bone-in pork chops
- 3 eggs, beaten
- Flour for dredging
- Italian-flavored bread crumbs
- 3 Tablespoons of canola oil
- 1 Teaspoon of salt

1. Rinse the pork chops and pat dry with a paper towel. Dredge the pork chops in the egg mixture – then flour – then back in the egg mixture, and finally in the bread crumbs.

2. Cook in the canola oil on LOW heat until golden brown on both sides.
3. Place the chops on a broiler pan with the bottom filled with water. Cover tightly with foil and bake at 300 degrees for one hour. Season with salt before serving.

*\* Serve with a side of apple sauce.*

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

**Bon appétit! Chef Mike**



## Are You Consuming Too Much Sugar? The Risk Outweighs the Sweet Taste!

Dana Yarn, RDLD

Fall has arrived and so has the holiday season which is packed full of candy and sweets! I'm not going to tell you that you cannot have your favorite treats, but I'd like to educate you on the effects processed sugar has on your body. When I say "sugar," I mean processed sugar, like cookies, candy, pastries, snacks, etc. I am NOT referring to the natural sugars that you find in fruit, dairy or vegetables. The naturally occurring sugars are good for you, and you should continue to consume them.

The main culprit regarding our nation's obesity epidemic is high-fructose corn syrup, which is a common sweetener and preservative. High-fructose corn syrup is

made by changing the sugar (glucose) in cornstarch to fructose – another form of sugar. The end product is a combination of fructose and glucose.

Because it extends the shelf life of processed foods and is cheaper than sugar, high-fructose corn syrup has become a popular ingredient in many sodas, fruit-flavored drinks and other processed foods. Many beverages and other processed foods made with high-fructose corn syrup and other sweeteners are high in calories and low in nutritional value. Regularly including these products in your diet has the potential to advance obesity – which, in turn, promotes conditions such as type 2 diabetes, high blood pressure and heart disease.

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The theory goes like this: The body processes the fructose in high-fructose corn syrup differently than it does old-fashioned sugar, which in turn alters the way metabolic hormones function. It also forces the liver to produce more fat into the bloodstream. The end result is that our bodies are essentially tricked into wanting to eat more and at the same time, we are storing more fat...YIKES!



High-fructose corn syrup is put into many

foods without our knowledge. Flavored yogurt, breakfast cereals, juices, breads, frozen and processed boxed or bagged snacks are packed with it.

So the answer is to resist the candy treats, start reading food labels ingredient lists, choose all natural foods as much as possible and, if you must use sugar, use raw sugar or honey.

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

## Resistance Training Without Bulk

*Kim Kantor, Ms. Fitness Southeast*

**"I don't want to bulk up."** I hear this all the time from many women that strength-train. While it's true that the main effect of weight training is to build muscle, with a slight modification to traditional workout programs, you can gain the fat-burning benefits of weight training without the unwanted bulk.

Using the following formula, you can get lean and build the sleek, sexy physique you're after.

### **The Female Fat Loss Fitness Formula:**

- **Low volume, high-intensity total body weight training** - Do fewer repetitions in each set but don't rest in-between sets of non-competing exercises (i.e. two exercises that don't result in fatigue of the other).
- **Bodyweight training** - Put together a series of less-intense bodyweight exercises like dips, pushups, and crunches in a

circuit fashion to burn calories and boost metabolism.

- **Interval training** - As with resistance training, I've found the best results are achieved by high-intensity cardio intervals (sprints), rather than lower intensity, longer duration exercise (jogging). This form of high-intensity cardio will burn calories and fat more efficiently than long cardio sessions.
- **Variety** - Change your training programs frequently, sticking with a program for no more than four weeks straight. Frequently changing your training variables will force your body to adapt to your new workout, helping you get maximum results in minimum time.



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

## Service Foods CEO Shared "Green" Techniques at Environmental Conference

As an earth-friendly company, Service Foods is constantly aware of the small things we can do to help the environment. In fact, we have implemented many changes in our business facilities in order to promote environmental awareness. We are happy to say that our efforts in adopting "green" solutions have not gone unnoticed. In fact, Service Foods CEO Keith Kantor has recently participated in the GreenBusiness Works™ Expo in Atlanta. Kantor was a panelist at the Green Hall Meeting – a discussion among top business leaders about implementing earth-friendly solutions.



Keith Kantor, CEO addressing the audience

Service Foods is very proud of our attempt to help keep our planet a cleaner, better place to live!

## Why Women Need to Eat a Heart-Healthy Diet

*Karen DeFiore, RN*

How many women do you know who have died suddenly from a heart attack? Unfortunately, I know two too many. My mother-in-law and my aunt died unexpectedly with no previous heart problems. Women need to be aware that heart disease can be their biggest health threat.

When it comes to coronary care, females often get overlooked by medical professionals. Women tend to have smaller artery blockages, taking up no more than 50% of a blood vessel (compared to 70% and more in men). That lack of "serious" blockage may be why women are significantly less likely to receive medications, like beta blockers and statins, which can be critical for preventing further cardiac episodes. Because heart attacks are more often considered a man's disease, women's concerns can go unnoticed by their physician.

The good news is that there are things

women can do to reduce their risk of cardiac failure. Eating a heart-healthy diet should be a top priority for women. Heart-healthy means a diet rich in vegetables and fruits, with whole grains, high-fiber foods, lean meats and poultry, fish at least twice a week, and fat-free or 1% fat dairy products. Getting regular exercise and quitting smoking are also a must!

If all this seems like a lot of work, keep in mind that eating well and exercising is a small price to pay in order to live a longer, healthier life. 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.



## “Tell Us Your Service Foods Story” Contest – We Have a Winner!

Thank you to all who entered our “Tell Us Your Story” contest. All the entries were fantastic and touching. We are thrilled to have affected so many of our customers’ lives in a positive way. In the upcoming months, we will share several of the entries with you. In the meantime, let’s announce our winners... drum roll please! Our winners are **Alex and Johanna Newbold** of Dallas, GA. Here is the letter Alex and Johanna sent us.

Dear Chef Mike:

*Service Foods has made life easier, more affordable, and nutritious for our family, as my wife Johanna follows her dreams of becoming a chiropractor.*

*Let me give you a little history on our situation. My wife has several food allergies that make most processed foods deadly to her. Milk products in any quantity trigger an anaphylactic (allergic) reaction, and yeast products react with her digestive system and make life generally unpleasant for her. To manage her dietary needs, she is supposed to maintain a high protein and fresh vegetable diet. Generally, she dislikes the taste of commercially available meats.*

*When we relocated to Georgia in 2007 for Johanna to begin her education, we discovered Service Foods. I admit, at first I was skeptical about the concept of a frozen food delivery service, but when a Service Foods representative came to our house and cooked us dinner, I quickly changed my mind. The seasoning on the lemon pepper chicken was light and did not overpower the taste of the meat. The food was packaged in an easy-to-portion fashion and the meat was not laced with growth hormones, which is very important to us both. This meat reminded us of how meat tasted when we were children. Seeing the added convenience this service would add to our budgeting and nutrition effort, we decided to sign up for the service.*

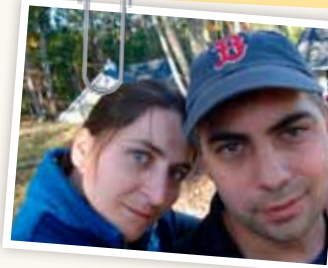
*What we didn’t know when we signed up was all the extra time we would discover together. Planning for meals became much easier due to the portioned packages of frozen meats and vegetables. We also discovered that we spent less time at the store, and as such, we were picking up fewer impulse purchases. This allowed us to put more money aside in these tight times. Though we did not notice immediately, our health began to improve. Our overall energy level has improved, as has our mood. While we don’t have empirical evidence to support that Service Foods has put a smile on our face, we cannot help but notice the coincidence.*

*Throughout her education, Johanna is learning about health from the standpoint of taking responsibility for what you eat and how you treat your body. Every thing your body does, from day-to-day living, fighting a virus or just healing up from a minor cut, requires the right balance of nutrients. This balance is a lot easier to achieve with naturally grown foods, conveniently packaged in ready-to-go sizes, not laced with chemicals and excess fats.*

Thank you.

Sincerely,

Alex and Johanna Newbold



Alex and Johanna won the **Grand Prize of Two Roundtrip Air Tran Business Class tickets to anywhere Air Tran flies!** Congratulations and thanks for being loyal customers!

Runners up were Annalyn Wills of Phoenix, AZ; Sue Cox of Doraville, GA; and Emily Renfrow of Morehead City, NC. All runners up received a set of **Lake Industries cookware and professional cutlery.** Congratulations to all our winners!

## Skincare and Anti-Aging

Kelly Wolcott, LE

Dermal Vitality

With so many anti-aging skin products and services on the market today, it becomes hard for the consumer to decipher truth from hype. There are many effective products and treatments that will address the visible signs of aging and improve the overall health of the skin. Chemical peels, microdermabrasion, micro-current, and LED light therapy are all very effective non-invasive professional treatments available. As an esthetician, it is my job to help you create an effective treatment plan that will address any concerns you have with the health and vitality of your skin.

The skin is a sophisticated multi-functional organ. It helps remove toxins from your body and acts as a protective barrier against the harsh external environments. An estimated 80% of aging is considered extrinsic (environmental) and 20% intrinsic (genetics). Whatever your body is exposed to contributes to how you age. Diet plays a very important role in keeping extrinsic aging under control. In order for your skin to function

properly, you must feed it nutritionally.

Choosing foods that have high nutritional value is a must in controlling the aging process. Food that has been treated with pesticides, steroids, antibiotics and hormones forces the body to work harder and can make the body “older.” This may have an adverse effect on the skin’s appearance.

Many of my clients have benefited from professional office treatments and clinical home care products. To maintain the positive results they’ve achieved, lifestyle changes are a must. These include exercise, stopping unhealthy habits and diet changes. The all-natural foods offered by Service Foods are an excellent choice and I recommend them to all of my clients.

Kelly Wolcott is a Licensed Esthetician and skincare expert. She runs a skincare facility – Dermal Vitality – in Buford, GA and can be reached at **678.549.2305**.



## Service Foods – One of America’s Fastest-Growing Private Companies!

Great news – *Inc.* magazine has ranked Service Foods No. 998 on its 28th annual Inc. 5000 list, an exclusive ranking of the nation’s fastest-growing private companies. In addition, Service Foods was awarded the 21st place in the nation in the Food & Beverage category of the list.

To be on the Inc. 5000 list is a great honor and we couldn’t be more proud. This is the second consecutive year Service Foods has been recognized as a member of this esteemed fraternity.

To add icing to the cake, following this exciting announcement, *Inc.* magazine

selected the top 35 CEOs of the winning companies to participate in a CEO panel luncheon during the Inc. 5000 Conference in Washington, D.C. Keith Kantor, CEO of Service Foods, was one of the 35 selected and was asked to participate in this invite-only CEO roundtable with successful CEOs from around the country. We are thrilled about being named one of America’s fastest-growing private companies, and we owe it all to you – our wonderful customers!



## Welcome To New Clients!

Here are some of our new clients who became members of our Service Foods family in the last month. I’d like to personally welcome you and wish you all the best:

Chris & Darla Bulls; Ken & Becki Ellsworth Foods; Moneque Green; Randy & Katrina Harris; Michael Hoy, Sr.; Gene & Jolinda Ingram; David & Peggy Jones; W.G. & Shirley Moore; Kevin & Kathy Redman; Dan & Bernice Sheridan; Bill & Liza Ting; Perry & Debbie Vannier; Mark & Susan Wigley

## September Trivia Winner

Congratulations to **Denise Jenkins of Woodstock, GA** for winning last month’s trivia contest: What Beatles song is 7 minutes 11 seconds in length, and hit #1 on September 28th, 1968?

The correct answer is **B**, “Hey Jude!” Great job, Denise! You win a delicious French silk pie.



## Make Sure You’re Stocked Up for Autumn!

It’s only October, but the weather is getting its first chill. Now is the best time to make sure you’re fully stocked with everything you’ll need to keep your family satisfied and full this fall.

And remember, the holidays are not that far off! Place your reorder today, to ensure that

you have all natural and delicious food for your upcoming holiday gatherings.

### 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)

Inside this month’s issue:

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*The Newsletter For Healthy Living*



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