

HEALTHY LIVING

Service Foods'
Monthly Newsletter



*All-Natural,
Healthier Foods*
No Growth Hormones
No Preservatives
No Chemicals

A Message From Chef Mike



Hello and welcome to the September edition of Service Foods' Healthy Living Newsletter!

September is here, and that means it's the season for school, football and cooler weather. This time of the year is wonderful for grilling out, whether you're tailgating before the big game or serving up dinner for your family. I've put together a terrific Recipe of the Month that's perfect for any occasion: Grilled Beef Tips with Avocado Cream and Tomato Salsa.

This month, Dana's article on healthy school lunches is especially timely as children are heading back to the classroom. She's created some quick and easy lunchbox options that will make both kids and parents happy. Also, staff fitness expert Herb Cables concludes his series on weight training by sharing several effective new workouts. We're also eager to share some exciting news with our valued customers: Service Foods was recently named one of the fastest-growing companies in the United States! Please check out the information about our prestigious ranking on the Inc. 500 list on page three.

If you have thoughts, comments or feedback for me on this newsletter, my recipe or anything else, please email me at ChefMike@ServiceFoods.com. Have a fantastic September, and thank you for your business.

Chef Mike

School Lunches Done Right

Dana Yarn, RDLD

School is back in session, and what's being served in cafeterias today usually doesn't make the grade when it comes to nutrition. Packing lunches full of healthy, kid-friendly foods every day can help you steer your child toward a lifetime of good choices.



It seems like every time I turn on the TV or check my email, health professionals are addressing our country's obesity epidemic—especially in future generations. A recent study predicted 50 percent of our children's generation will become obese. Obesity is defined as a body mass index (BMI) of 30 or more, and it is a precursor for type 2 diabetes, high blood pressure, heart disease and thyroid disease, just to name a few.

We have the resources to put a stop to this epidemic right now! As a parent, the first thing you can do to take control of your child's nutrition is to pack his or her lunch every day. Packing a healthy lunch for your child will only take five minutes—it's a quick way to put your child on the path to a lifetime of health and wellness.

If you're in a time crunch in the mornings, pack your child's lunch the

night before so you don't have to send him or her to school with lunch money. When you are packing, make sure you include four components: a whole grain, lean protein, a fruit and a vegetable.

Here are some simple, healthy lunch box ideas for your child:

- Whole wheat PB&J (2 slices 100 percent whole wheat bread, 1-2 tablespoons all-natural peanut butter and jelly) + 1 apple + 1 serving carrot sticks with 2 tablespoons reduced-fat ranch dressing or hummus for dipping
- Whole wheat or spinach tortilla wrap with chicken or turkey, tomatoes, spinach, 1 oz. cheese and mustard + 1 cup chopped melon + 1/4 cup nuts
- One serving whole wheat crackers + 1/2 cup chicken or tuna salad + 1 banana + 1 cup cucumber slices with reduced-fat ranch dressing or hummus for dipping

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Favorite Items & Recipes from Our Staff

Ande's Easy Chicken Pot Pie (Chicken Breast Boneless/Skinless #2020310)

- 1 frozen pie crust
 - 2 cups chicken breast, cooked and cut into cubes
 - 2 bags of mixed vegetables (Gourmet Mixed Vegetables #4145520), thawed and drained
 - 1 can cream of chicken soup
1. Preheat oven to 375°
 2. Remove the pie crust from its pan and set aside.
 3. In a bowl, mix together the cooked, cubed chicken breast with the mixed vegetables and cream of chicken soup.
 4. Place the mixed ingredients into the pie pan and cover with the pie crust.
 5. Place in the preheated oven and cook for 35 to 45 minutes until the crust is browned. Remove and serve.

Try Our New Sweet Potato Soufflé!

Service Foods is happy to introduce our decadent Sweet Potato Soufflé. This side dish is so tasty it could almost be considered a dessert!

Sweet potatoes are some of the best tasting and most nutritious vegetables around, and this soufflé makes them even more appealing. The potatoes are whipped with crushed pineapple and brown sugar then covered with a crunchy topping that has a hint of cinnamon and nutmeg—creating a side dish your family will love!

Weight Training: Putting It All Together

Herb Cables, Mr. Georgia Natural Bodybuilding & Mr. Atlantic

Whether you want to burn fat, improve muscular strength or firm up a trouble spot, our fitness expert has designed some great weight training workouts to help you get you results!

So far in our weight training series, you've learned about sets, reps and the tempo of an exercise. You've also learned different ways of putting exercises together. Now let's explore some workouts to get you closer to your health and fitness goals.

Fat-Burning Combinations

The goal of these combinations is to drastically increase the amount of fat your body uses for fuel by increasing your energy expenditure and stimulating the release of free-fatty acids. These acids are shuttled into the bloodstream thanks to an elevation in growth hormone brought on by an increase in lactic acid production.

The best way to create this reaction is by using a combination of one weighted, relatively heavy exercise and one high-speed, lower-load movement (or you can add an abdominal movement to the group). Do two to three sets of the prescribed reps below.

Sample Fat-Burning Workout

- A1. Dumbbell squat, 15-20 reps (0 rest)
- A2. Vertical jump, 8-12 reps, into body weight squats for 30 seconds (30-60 seconds rest)
- B1. Standing shoulder dumbbell press, 10-12 reps (0 rest)
- B2. Seated bicycle crunches, 15-25 reps each side (30-60 seconds rest)
- C1. Bulgarian squat (rear leg elevated lunge), 8-10 each leg (0 rest)
- C2. Shuffle running (run in place, tap front foot to top of step), 45 seconds (30-60 seconds rest)

Improving Muscular Strength

The goal of this combination is to stimulate muscle fibers to activate more often, thereby improving overall strength. Lower intensities and longer rest periods allow muscles to recruit more fibers in each subsequent lift.

The best way to create this reaction is to keep body parts separated to allow maximal recovery. Being efficient at this method



requires you to use opposing or “non-related” muscle groups within a circuit.

Sample Strength Workout

- A1. Flat bench press, 1 set x 12 reps (warm up), 1 x 10 reps, 2 x 8 reps
- B1. Incline dumbbell bench press, 3 sets x 8-12 reps
- C1. Lat pull downs, 3 sets x 8-12 reps
- C2. Seated row, 3 sets x 8-12 reps
- D1. Barbell curls, 3 sets x 8-12 reps
- E1. Weighted crunches, 3 sets x 15 reps

Glute-Improving Workout

I would be foolish not to include something regarding the almighty Gluteus Maximus (or butt). Most women looking to improve this area spend hours lunging, squatting or running to no avail. The combination below will show you how to better activate the muscles so you can actually reshape, tighten and tone that area.

Sample Glute-Improving Workout

- A1. Glute bridge, 2 sets x 10 reps (5 second isometric hold up top)
- A2. Hip thrust (shoulders on one bench, heels on another, glutes on the floor. Raise hips up high, balancing on shoulders and heels, hold for 5 seconds, then lower) 2 sets x 10 reps (5 second isometric hold up top)
- B1. Lying hip abduction, 2 sets x 10 reps each side (5 second isometric hold up top)
- C1. Weighted bird dog, 2 sets x 20 reps each side
- C2. Band standing abduction, 2 sets x 20 reps each side

Good luck and happy training!

If you have a fitness-related question, please email fitness@ServiceFoods.com.

Recipe Of The Month

Grilled Beef Tips with Avocado Cream and Tomato Salsa

- 2 8 oz. flat iron steaks, cubed
- 1/4 cup red wine
- 1 tablespoon dijon mustard
- Lettuce leaves, for presentation

1. In a bowl, combine the wine and dijon mustard and mix well. Place the cubed steak tips in a Ziploc bag with the wine/dijon mustard marinade and refrigerate for 30 minutes.
2. Drain and discard the wine/dijon mustard marinade from the beef tips.
3. Grill the marinated beef tips over medium-high heat until cooked to medium. Set aside to rest.

Avocado Cream

- 1 ripe avocado, peeled and seeded
- 2 teaspoons fresh lime juice
- 1/2 cup sour cream
- salt and pepper, to taste

Tomato Salsa

- 3 ripe tomatoes, seeded and finely diced
- 1/2 tablespoon red onion, finely diced
- 3 teaspoons fresh lime juice
- 1 tablespoon fresh cilantro, finely chopped



1. In a bowl, combine all the avocado cream ingredients. Place in the refrigerator once combined; this can be done up to three hours ahead.
2. In a separate bowl, combine all the tomato salsa ingredients. Place in the refrigerator once combined; this can be done up to four hours ahead.
3. To serve, place the lettuce leaves on a plate. Spoon the avocado cream onto the lettuce leaves then top with the grilled beef tips. Top with the tomato salsa and serve.

Check out a video demonstration of me preparing this flavorful recipe at www.ServiceFoods.com!

Bon appétit! - Chef Mike

School Lunches Done Right

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- 6-8 oz. Greek yogurt + 1/2 cup all-natural granola + 1/2 cup berries and 5 celery sticks with all-natural peanut butter and raisins (ants on a log)
- Don't be afraid to send them to school with leftovers from dinner. Cold turkey tacos or veggie pizza might end up being one of your child's favorite options.

I also recommend packing water for your child to drink. If you insist on a juice box, make sure it is 100 percent juice with no high fructose corn syrup. Sodas, diet sodas and other sugary drinks are not an option—they have no nutritional benefits for your growing child.

To keep your child's lunch cool, make sure you pack it in an insulated lunch box/bag with ice packs. This will also prevent any perishable food from hitting room temperature and bacteria from developing. Also, if your child is a picky

eater, ask him or her to help you pack each lunch. This way, your child will take ownership in what he or she is eating.

If you have nutrition questions, email me at dietitian@ServiceFoods.com.

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



Inc. 500

Service Foods Named to Inc. 500|5000 List for the Third Year in a Row

Service Foods has been named to the prestigious Inc. 500 list for 2010. This is the third consecutive year that Service Foods was included in the rankings, an exclusive annual review of the nation's fastest-growing private companies.

Service Foods moved up more than six hundred positions on the list from the last two years, appearing on the 2010 list at number 356, with an extraordinary three-year growth rate of 824 percent. The company also achieved impressive rankings as the ninth fastest-growing food and beverage company in the United States, and the sixth fastest-growing company in Georgia.

"We are truly honored to be recognized, and we feel privileged to be on the Inc. list for a third consecutive year," stated Service Foods' CEO, Dr. Keith Kantor, "Our continued growth and success is made possible by our outstanding employees and valued customers. Our rankings reflect our ongoing commitment to innovation and our full-service approach to food, health and fitness."

The 2010 Inc. 500|5000 list measures revenue growth from 2006 through 2009. To qualify, companies had to be U.S.-based, privately held, for-profit, and independent as of December 31, 2009, and had to meet specific, audited revenue milestones. The Inc. 500 list puts Service Foods among an elite group that over the years has included Microsoft, Oracle, Under Armour, Jamba Juice and E*Trade.



Reorder All Your Favorite Items Today!

It's a great time of the year to grill up your favorite cuts of meat from Service Foods. Chef Mike's Recipe of the Month, Grilled Beef Tips with Avocado Cream and Tomato Salsa, is the perfect way to enjoy our all-natural beef any night of the week. Don't forget to order all your items today!

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: azeisel@bellsouth.net

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:

David & Anne Abell; Timothy & Maria Adams; Juliet Ashman; Jeff & Jamie Bailey; Darrell & Kimberly Berry; Derek & Kathy Brooks; Randy & Lynda Case; Joel & Nancy Clark; Dan & Barbara Covington; Mario & Hakela Doss; Timothy & Linda Farrow; Neal & Rebekah Golden; Alicia Hosey; Brian & Tameka Jones; Chad & Stacey Kitchens; Paul & Glenna Maney; Angela Moon; Frank & Bethany Myers; Michael & Barbara Oslin; Shawn & Cela Porter; Jim & Lauren Quinn; Alonzo & Chanta Rivers; Bill & Norma Rothman; Jeff & Nola Sayne; Marty & Hope Stack; Roger Tiler; Dale & Robin Welch; and David & Kathryn Woods.



Mark Your Calendar

National Grandparents Day – September 12

First Day of Fall – September 22

National Women's Health & Fitness Day – September 29

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