

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 March & April edition of Service Foods' Healthy Living Newsletter!

We're happy to be celebrating the sights and sounds of spring at Service Foods and hope you are too!

We kick off the season with a zesty recipe: beefy tacos with honey cilantro slaw. In this month's video demonstration, I took a break from the kitchen to let our two Junior Chefs handle the preparations of this delicious dish. They did a wonderful job! You can watch the video at www.ServiceFoods.com/lets-get-cookin.

Getting kids like our Junior Chefs involved in cooking is a great way to encourage healthy eating habits from a young age. In her column this month, Dana shares even more thoughtful tips for helping kids develop healthy habits. Of course, we all know exercise is a major part of a healthy lifestyle, and our fitness expert, Herb Cables, presents recommendations to change up your cardio workout. We're also sharing news about exciting developments here at Service Foods.

If you have thoughts or comments for me on our newsletter, my recipe, our food or anything else, please feel free to email me at ChefMike@ServiceFoods.com. Have a happy spring, and thank you for your business.

Chef Mike

Establishing Good Habits for Your Children

Dana Yarn, RDLD

By encouraging healthy eating habits now, you can give your children the best opportunity to thrive and grow into healthy adults.



I can remember eating Pop-Tarts and danishes for breakfast and French fries and chicken fingers for dinner when I was growing up. When my brother and I both started getting a little chubby, suddenly my mom was giving us fresh fruit and high-fiber cereals for breakfast, packing us healthy school lunches, and feeding us brown rice, green veggies and grilled chicken for dinner. She had to deal with our whining during the initial sugar and fat withdrawal, but she stuck to her guns because she knew the healthy changes were better for everyone. Eventually, we as a family turned our lifestyle around and developed permanent healthy habits.

Children follow their parents' lead, and most of the time they will grow up to be like them in terms of health and weight. Parents who justify giving their kids sodas, sports drinks, fast food and junk food are setting their children up to make those same choices as adults. Most of my clients who desire to lose

weight were thin as children, teens and young adults. When they were younger, they never had to worry about their weight and they frequently consumed junk food. Then slowly, year by year, they began packing on the pounds because of their bad eating habits and lack of exercise. When these people come to me as adults, I have to coach them to retrain their minds and reprogram their entire mental association with food. There's no doubt that unhealthy food habits are hard habits to break, especially once you're an adult.

This is precisely why you should help your children develop healthy eating habits while they're still young. According to the New England Journal of Medicine, due to the obesity epidemic, children born in the year 2000 or later will be the first who will not outlive their parents. Researchers have also predicted that by 2015, 75 percent of Americans will be overweight and 41 percent will be obese. These are scary thoughts, but this is preventable!

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Service Foods Earns Designation as one of Atlanta Business Chronicle's Healthiest Employers

Service Foods is happy to announce it was recently recognized as one of the Atlanta Business Chronicle's Healthiest Employers during a ceremony honoring companies who are role models for supporting a healthy lifestyle.

Service Foods was named the No. 2 company in the Medium Company category during the awards program held at the Georgia Aquarium in February. Service Foods was chosen from hundreds of companies. Ten 2011 Healthiest Employers were each selected in three categories: Large Company with 500 or more employees; Medium Company with 100-499 employees; and Small Company with fewer than 99 employees.



Through education, proper nutrition, all-natural food and expert fitness training, Service Foods has long focused on improving the health and wellness of both clients and employees. Our registered dietitians provide employees and clients with health assessments while in-house doctors, nurses, fitness experts, and chefs also help with additional details of the individual programs. The services are offered to every Service Foods employee and client at no charge, and are designed to address each individual's health concerns, such as diabetes or high blood pressure.

Service Foods also promotes wellness programs and contests such as "The Biggest Loser" for its employees. More than 90 percent of employees participate in these programs, and prizes are frequently awarded to participants who lose weight, lower their blood sugar, stop smoking or improve their running times. During the company's last 90-day contest, 32 employees collectively lost 436 pounds, four people stopped smoking, blood pressure was lowered by 204 points, glucose levels were lowered by 77 points and bad cholesterol levels were lowered by 389 points.

Rethink Your Cardio Workout

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

You don't have to spend hours on the treadmill, elliptical or stationary bike to get a great cardio workout. Discover how you can ditch the machines and still get results.

Those who are trying to get in shape or lose body fat believe they need cardio exercise to accomplish these goals. In my work as a professional fitness expert, however, I've come to realize that most exercisers have no idea what "cardio" actually is.

Most people would consider cardio to be pumping away on a treadmill, riding a stationary bike or coasting on an elliptical machine — usually while watching TV at the health club. This is what I call "traditional" cardio, and it's no wonder the majority of people get bored with their workouts and give up after a few months without seeing results.

But if you look closer, cardio can be considered any type of exercise or activity that strengthens the cardiovascular system. I'm not going to get into anything technical like increasing your VO2 max or anything like that. **Simply put: if it gets your heart pumping and gets you breathing hard, it's cardio.** I don't care if you're holding dumbbells or a barbell and everyone calls it a weight training exercise, it's still conditioning your heart.

In fact, you may be surprised to know that some of the leanest people I know never do any type of "traditional" cardio. There certainly can be a place for low- to moderate-level traditional cardio for people who are extremely overweight or deconditioned, but even in those cases there can be more effective methods.



For example, consider a clean and press, which involves lifting a barbell from the floor up to your shoulders then pressing it overhead. At first glance, most people think of this move only as a weight training or strength exercise. However, I challenge you to do a hard set of 10-15 clean and press reps then gauge how you feel. If you used a challenging enough weight, you'll find that your heart rate is likely to be 80-90 percent of your max, and you'll feel like you just ran a 100-meter sprint.

Try doing a set of 20 reps of one-arm weight swings with each arm and tell me your legs aren't burning, your heart isn't racing and you're not gasping for breath. How about trying five minutes of rotating bodyweight squats, lunges and push-ups with very little rest in between. Again, you'll notice your heart pounding and chest heaving.

By switching to these untraditional forms of cardio exercise not only do you save time, but when done with intensity, you also strengthen and condition nearly every muscle in your body, which is something that can't be said for that boring stationary bike ride or treadmill jaunt.

I challenge you to give the "traditional cardio" a rest for six weeks and start training this way. During this time, you'll start getting leaner, and see a six-pack start to show through what used to be stubborn stomach fat.

Next time, I'll talk more about how the HIIT style of cardio can keep your workouts interesting. If you have a fitness-related question, please email fitness@ServiceFoods.com.

Recipe Of The Month

Beeffy Tacos with Honey Cilantro Slaw Serves 6

- 1 tablespoon olive oil
- ½ cup diced onion
- 1 pound Service Foods ground beef
- taco seasoning (recipe below)
- ½ cup water
- 6-8 taco shells, soft or hard
- shredded cheese
- taco sauce
- sour cream
- diced tomatoes

Taco Seasoning

- 1 tablespoon chili powder
- ¼ teaspoon dried oregano
- ½ teaspoon paprika
- 1½ teaspoon ground cumin
- 1 teaspoon fresh cracked pepper

Honey Cilantro Slaw

- 3 cups shredded cole slaw
- 1 cup fresh cilantro, chopped
- ¼ cup fresh lime juice
- 1 teaspoon ground cumin
- 2 tablespoons Savannah Bee Company honey
- salt and pepper, to taste



1. Combine the cole slaw and cilantro in a large bowl.
2. To create the dressing, add the remaining ingredients in a separate bowl and mix well using a whisk.
3. Pour the dressing over the cole slaw and toss well. Set aside.
4. In a small bowl, mix all the taco seasoning ingredients together. Set aside.
5. Heat olive oil in large skillet over medium heat for 2 to 3 minutes. Add the ground beef and chopped onions and brown until no pink remains. Drain off any excess oil.
6. Add the taco seasoning mix to the skillet and simmer for 1 minute. Add the water and simmer for 3 additional minutes. Serve immediately with the taco shells, fillings and Honey Cilantro Slaw.

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

Bon appétit! - Chef Mike

Establishing Good Habits for Your Children

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You can make a difference by making small changes to your family's routine. Try these easy changes:

- Instead of sticky buns, have whole-wheat pancakes or oatmeal with dark chocolate chips
- Instead of ice cream, make smoothies with colorful fruits and yogurt
- Instead of chicken fingers out of a box or fast food bag, try making whole grain breaded chicken tenders. (Visit my blog for more information on this healthy option!)
- Instead of a hamburger and fries, make your own lean hamburger on a whole-wheat bun with roasted potatoes or sweet potato fries.
- Ditch the sugary sports drinks and sodas, and instead make pitchers of water with fresh lemons, limes, oranges and/or strawberries. The American Dental Association reports that sports drinks are

contributing to the increase in children's cavities. Unless your child is playing sports in the hot sun for more than three hours and sweating profusely, water will do just fine. You can always give them all-natural or organic grape juice as an alternative — it has just as much potassium as a sports drink without all the harmful chemicals.

These healthy changes can help prevent your child from gaining unwanted weight and suffering from obesity-related diseases as an adult. These changes will also improve your health as a parent. Remember to always lead by example because they are watching your every move!

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

To check out my latest video and more healthy tips, log onto my blog at <http://Eating-Right.ServiceFoods.com>.

Service Foods Marks the First Anniversary of the Let's Move! Campaign with First Lady Michelle Obama

Service Foods recently joined First Lady Michelle Obama to honor the first anniversary of Let's Move!, a campaign that is dedicated to solving the problem of obesity within a generation.

Obama, along with Service Foods' dietitian Dana Yarn, marked the occasion at Alpharetta, Georgia's North Point Community Church.



This event was part of a nationwide celebration to inspire communities, families and schools to take action against childhood obesity. Combining comprehensive strategies with common sense, Let's Move! is about putting children on the path to a healthy future during their earliest months and years. This includes giving parents information that supports healthy choices; providing healthier foods in schools; ensuring every family has access to healthy, affordable food; and helping children become more physically active.

The pillars of the Let's Move! campaign follow Service Foods' and Dana's vision of improving America's health through education, organic and all-natural foods, and expert fitness training.

"We're proud of Dana and the work she has done to help our clients lead a healthier lifestyle and fight obesity. With Let's Move!, the First Lady has raised our nation's awareness about the value of a healthy lifestyle for America's children, too," said Dr. Keith Kantor, CEO of Service Foods. "The initiative follows Service Foods' and Dana's all-encompassing approach to health, nutrition and exercise. By following these important principles, we can help to end the obesity epidemic and healthcare crisis in America."



Fire Up the Grill This Spring!

Spring fever is in full swing, and there's no better way to celebrate the warmer weather than cooking up some of our gourmet, all-natural steaks, burgers, chops, filets and other high-quality products on the grill. Whether you're just serving the family or hosting a party for friends, our delicious, healthy food is sure to be a hit with everyone!

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 last month. I'd like to personally welcome you and wish you all the best:

Cristian & Claudia Arizabaleta; Jason & Julia Barone-Cichocki; Camille Burch; Jeffrey Ceglarek; Brian & Dawn Daum; Roy & Tracy Dennard; John & Sonya Edwards; Guilbert & Julienne Florian; Evander & Robin Fogle; Jonathan & Danette Gaul; Pablo & Cat Gonzalez; Ben & Tranda Graham; Bill Hattings; Randolph & Tameika Haynes; Cynthia Henry; Rob & Shannon Holloway; Lance & Becky Layson; David & Nancy Leloup; Todd Lindsey; Kathleen & Katie Malone; Jack Martin; Abel & Aurelia Mendoza; Andre Moyano; Ron & Brenda Nichols; Donald & Cathy Olson; Pat & Amy Pohl; Zachary & Alicia Schlag; Paul Spurlock; Gregg & Kathy Stapleton; Troy & Madeline Stephens; David & Janet Swackard; Edgar & Judy Thompson; Tom & Annah Thurmond; Andrea Tshombe; Tim & Nancy White; Chris Williams; Antonio Young; and Avery Zachery.



The Service Foods Spotlight!

Thank you 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:

- > Paula Stone of Alpharetta for referring Jonathan Gaul
- > Andrea Moyano of Lawrenceville for referring Edwin Gonzalez
- > Michael & Judy McSweeney of Douglasville for referring Mindy Lindsey
- > Christian & Claudia Arizabaleta of Buford for referring Andrea Moyano
- > Zachary & Alicia Schlag of Powder Springs for referring Catherine Gonzalez and Richard & Lauren Moffatt

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4355 International Blvd
Norcross GA, 30093
770.448.5300 f 770.446.3085
www.ServiceFoods.com

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