

HEALTHY LIVING

Service Foods' Newsletter



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

A Message From Chef Mike



Hello and welcome to the May & June edition of Service Foods' Healthy Living Newsletter!

Summer is in full swing, and it's the perfect time for family-get-togethers, baseball games, picnics and even just relaxing outside with a cool drink. It's also the season to applaud dads and grads, and our delicious, all-natural poultry, beef and seafood are great for serving up during the celebrations held in their honor! You'll also find this month's sherry-braised beef short ribs are yet another tasty Service Foods dish that's sure to please everyone in the family.

In this issue of Healthy Living, Dana talks vegetables. We all know they're the cornerstone of a healthy diet, but have you ever wondered how frozen vegetables compare to fresh produce as far as nutrition? Read her educational article to see how they stack up (you might be surprised!). In his article this month, our fitness expert, Herb, explains the meaning behind the common saying "muscle weighs more than fat." Plus, we share recent accolades Service Foods has earned, so read on!

I always enjoy hearing from you, so 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 wonderful summer, and thank you so much for your business!

Chef Mike

Fresh vs. Frozen Vegetables

Dana Yarn, RDLD



Is there a difference in the nutritional content?

Health and nutrition experts, myself included, recommend that we eat nine servings of fruits and vegetables per day. Preferably, we should stick to a ratio of three servings of vegetables to every one serving of fruit. This equals six servings of vegetables and three servings of fruit per day. Unfortunately, Americans typically only consume one-third, or three servings, of the recommended daily intake of fruits and vegetables.

As a Service Foods customer, you are likely to have a stash of frozen vegetables, and in some cases frozen fruit, in your freezers at home. But how does frozen produce compare to fresh or canned?

During certain seasons, fresh produce in much of the country is limited – or expensive – which forces many of us to turn to canned or frozen options. While canned vegetables tend to lose much of their nutrients during the canning process (except for tomatoes and pumpkin), frozen vegetables may

be even healthier than some of the fresh produce available. The only exception to that statement is if you have your own garden in your backyard.

Fruits and vegetables picked for freezing tend to be processed at their peak ripeness, a time when they are also peaking in nutrient content.

Typically, the first step in freezing vegetables is blanching them in hot water or steam to kill bacteria and arrest the action of food-degrading enzymes. This process causes some water-soluble nutrients like vitamin C and the B vitamins to break down or leach out, which decreases the nutrient content. Alternatively, flash-freezing (Service Foods' processing method) locks the vegetables in an optimal nutrient-rich state.

The "fresh" fruits and vegetables destined to be shipped to the produce section of your neighborhood market are typically picked before they are ripe. This gives them less time to develop the

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BUSINESS LEADER TOP 300 SMALL BUSINESSES

Service Foods Named as a Finalist for Three Prominent Business Awards

Service Foods is pleased to let you know that we have been selected as a finalist for three awards recognizing outstanding business achievements and community involvement.

This marks the second year in a row that Service Foods CEO, Dr. Keith Kantor, has been named as a finalist in the Ernst & Young Entrepreneur Of The Year awards for the Alabama, Georgia and Tennessee region. The award program recognizes entrepreneurs who demonstrate extraordinary success in the areas of innovation and personal commitment to their businesses and communities.

Service Foods was also recently selected as one of Business Leader Media's Top 300 Small Businesses of the South for 2011. The list consists of firms that do the majority of their business in the South. Each company's one-year and five-year revenue growth, business achievement and community involvement were evaluated for the rankings.

Lastly, Service Foods was awarded second place in Georgia Trend magazine's GA FAST 40, an awards program that honors middle-market companies headquartered in Georgia that have had the greatest growth in revenue and employees over the last three years. Twenty companies with revenues of \$15 million to \$60 million will be honored in the Small-Middle Market category, while an additional 20 companies with revenues ranging from \$60 million to \$550 million will be honored.

The Whys Behind Weight Training

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

We've all heard the saying "muscle weighs more than fat," but what does this really mean? Get the skinny on this phrase and learn why you should place more emphasis on weight training.

Most people have a hard time believing that weight training will help them lose weight. It's true that after beginning a weight training program, the number on the scale will initially go up and your clothes might actually get tighter.

Many people interpret this as "weight training makes you bigger." In fact, after seeing their weight creep up and feeling less comfortable in their clothes during the first two weeks of their efforts, lots of people decide to quit their weight training program.

The weight gain you experience in the beginning of your program is, in reality, your muscle density improving. Now once enough muscle is created, it looks for calories for energy. What's readily available? Your fat!

So why then is your scale a big, fat liar?

Let's take a look at a 16 oz. ribeye steak versus a 16 oz. filet mignon. Notice how big the ribeye looks compared to the filet? There is a lot more fat interspersed throughout the meat of a ribeye steak, while a filet mignon has very minimal fat. That's exactly why the ribeye appears larger.

This is precisely what the old saying "muscle weighs more than fat" means! Muscle is denser than fat, so you can weigh exactly the same but actually be a size or two smaller than you are now by incorporating a weight training program into your fitness routine. This also goes to show why it's much more important to ignore the scale and instead look at how your clothing sizes drop after



sticking to a weight training program.

I laugh when people say to me, "I don't want to get muscles, I just want to tone up." What do you think is getting toned, fat? No way; it's muscle!

Most people think they need to do cardio to lose weight and lift weights to tone their bodies. This thinking is a bit backward. In reality, cardiovascular activity is very calorie-wasting. You need calories to survive and to feed your muscles. Here's what often happens when you place too much emphasis on cardio and not enough on weight training:

- The more cardio you do, the more calories you burn.
- You can end up making your metabolism slower if your body doesn't have enough calories to properly function.
- You become less efficient at fat burning because the muscles are not getting fed.
- The muscles shrink to handle the amount of calories you fed it.
- You now have a slower metabolism and try to work out harder...which just makes this cycle happen all over again!

Essentially, here's the bottom line: don't do cardio as a replacement for weight training to lose fat. You could potentially slow down your metabolism. You need the weights to improve your "tone" because you can't tone fat. And finally, don't overwork – you could sacrifice the very muscle you are trying to create.

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



Recipe Of The Month

Sherry-Braised Beef Short Ribs

Serves 4

- 3 slices bacon, finely diced
- 3 pounds beef short ribs
- 1 cup onion, diced
- 4 cloves garlic, finely minced
- 2 tablespoons all-purpose flour
- ¾ cup dry sherry
- 1 quart beef broth
- 1 bay leaf
- 3 springs fresh thyme

1. Preheat oven to 350°.
2. Brown the bacon in a stainless-steel skillet over medium heat until brown and crispy. Remove the bacon with a slotted spoon and place in a large Dutch oven.
3. Place the short ribs into the same skillet and brown all sides very well. Remove the short ribs and place them on top of the bacon in the Dutch oven.
4. Add the bay leaf and thyme to the Dutch oven.
5. In the same skillet used to brown the bacon and short ribs, add the diced onion and sauté until caramelized.
6. Add the garlic to the onions and sauté for approximately 1 minute.



7. Add the flour to the garlic and onions and cook for 1 minute. Add the sherry and simmer for 2 minutes, stirring often.
8. Add the onion mixture to the Dutch oven and pour in the beef stock.
9. Place the Dutch oven over medium-high heat and bring to a simmer. Once simmered, cover and place in the preheated oven. Cook for 2 hours or until short ribs are fork-tender.
10. Remove the short ribs and place on a serving dish. Place the Dutch oven containing the remaining ingredients over medium-high heat and slightly reduce sauce. Once reduced, serve over the short ribs.

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

Bon appétit! - Chef Mike



Dr. Keith Kantor with Sen. Johnny Isakson (R-GA)

Service Foods CEO, Dr. Keith Kantor, Advocates for All-Natural Foods on Capitol Hill

Dr. Keith Kantor, CEO of Service Foods and Vice President of the All-Natural Food Council of North America (ANFCNA), traveled to Washington, D.C., in April to meet with members of Congress and their staffs to promote greater consumer access to and awareness of all-natural products as part of the 14th Annual Natural Products Day.

During the meetings, Kantor also provided information on the mission of the ANFCNA, which is the 48-year-old governing body of the entire all-natural, shop-at-home food industry. Together, Service Foods, the ANFCNA and its other member companies are working to promote all-natural foods and healthy living as an effective way to drastically lower healthcare costs in the United States.

Kantor explained to lawmakers, including Representative Hank Johnson (D-Ga.), Senator Johnny Isakson (R-Ga.) and Senator Orrin Hatch (R-Utah), that countless studies have proven that eating nutritious, all-natural foods and leading a healthy lifestyle reduces the risk of developing diseases such as diabetes, cancer, obesity and heart disease. These diseases are causing a major strain on our healthcare system as a whole, and encouraging our population to consume all-natural foods and live a healthy lifestyle would have an enormously positive impact on healthcare costs in our country.

"I was very honored to represent Service Foods, the ANFCNA and the NPA in Washington, D.C. The meetings went extremely well, and the legislators we spoke with were very receptive to the information we presented," said Kantor. "I look forward to working with lawmakers in the future and continuing to elevate the role of all-natural products as a vital tool in efforts to end the healthcare crisis in America."

Fresh vs. Frozen Vegetables

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full profile of vitamins and minerals that make them so good for you.

Visible signs of ripening may still occur, but these fruits and vegetables will never have the same nutritive value as if they had been allowed to fully ripen on the vine as nature intended. In addition to being picked early, fresh fruits and vegetables are also exposed to lots of heat and light during the long haul from the farm to market, which destroys nutrients like delicate vitamins C and thiamin.

The main thing to remember is that the best fresh vegetables and fruits are those that are in season and grown locally. However, off-season frozen vegetables will still give you a high concentration of nutrients, but be sure to choose all-natural or organic vegetables that have been flash-frozen and vacuum-sealed for optimal nutrient value.

Finally, steam, microwave or lightly roast vegetables to minimize the loss of water-soluble vitamins. Over-cooking and boiling vegetables can decrease nutrient value, thereby leaching nutrients into the water you typically dump down the sink. Vegetables should always have a vibrant, bright color when served.

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>.





Summer Grilling At Its Best

Prime grilling season has begun, so make sure you're stocked up on our healthy, all-natural poultry, beef, pork, veal, lamb and seafood. The delicious and nutritious products are the foundation of a great meal shared with family or with friends during your next barbecue. Remember to ask Adam what he's got cooking 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
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:

Dwight Abram; Mike Allen; Matthew & Jennifer Amundsen; Bill & Debbie Covington; Larry Fidanza; Terry & Angie Hall-Parks; Derick Jackson; Devon & Nikhol Jackson; Myra Johnson; Dwayne & Tara Johnson; Steve & Dorothy Keskula; Ronald Lothrop; Linda & Kathy Major; James McDaniel; Betsy Menneg; Jim & Suzi Westmoreland; and Brett & Vicki Woodard.



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:

- > **Belinda Edwards** of Lawrenceville for referring Anthony Spencer
- > **Matthew Amundsen** of Cumming for referring Brandon Brown
- > **David & Janet Swackard** of Buford for referring Dwight & Ingrid Abram
- > **Dwight & Ingrid Abram** of Lawrenceville for referring Angelita Hall-Parks
- > **Larry & Donita Myrick** of Conyers for referring John & Dianne McCulley
- > **Theodore Jackson** of Stockbridge for referring Derick & Jennet Jackson
- > **Gwendolyn Wilson** of Covington for referring Keith & Theda Thompson
- > **Timothy & Cheautia Clark** of McDonough for referring Wilson & Briana Cheatham
- > **Rene Serrate** of Suwanee for referring Matthew Amundsen AND Robert & Elizabeth Michael **TWO REFFERALS!**
- > **Angelita Hall-Parks** of Lawrenceville for referring Michelle Matthews AND Petrina McDaniel **TWO REFFERALS!**

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Service Foods
 4355 International Blvd
 Norcross GA, 30093
 T: 770.448.5300 F: 770.446.3085
www.ServiceFoods.com

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