

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 July & August edition of Service Foods' Healthy Living Newsletter!

I hope you're enjoying this wonderful summer with your family and friends – and plenty of our delicious food, of course! My recipe of the month, Grilled Halibut with Butter Wine Cilantro Sauce, is perfect for your next gathering. So, get the grill fired up!

This issue of Healthy Living is packed with helpful tidbits and tasty recipes, so grab a cool drink and enjoy! In her article, Dana discusses the type of food everyone seems to be talking about: the "evil" carbohydrate. She explains the difference between good and bad carbs, and exactly what you need to know to make smart nutrition choices. Our fitness expert, Herb, shares several pointers to help you take cardio workout to the next level. In other great news, Service Foods recently earned some pretty impressive awards – and we only have clients like you to thank!

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

Carbohydrates: Friend or Foe?

Dana Yarn, RDLD

Depending on who you're talking to, carbohydrates are either for you, or against you. What's the truth?



Starchy carbohydrates are often the base of the American diet – we eat an entire loaf of bread as sub sandwiches, huge servings of rice with stir fry and heaping plates of spaghetti. Now, health experts are suggesting cutting back on carbohydrates to lose weight and be healthier. When my clients learn how to properly incorporate carbohydrates into their diets, they see dramatic results.

There are both good and bad carbohydrates. The good ones are known as "complex carbohydrates" and the bad ones as "simple carbohydrates." Complex carbohydrates take longer to digest, meaning your blood sugar will not spike as much after eating them.

Complex carbohydrates include:

Sweet potatoes, brown rice, quinoa, whole wheat pasta, gluten-free sprouted grain bread, barley, and steel-cut oats.

Simple carbohydrates are already

processed, meaning they are quickly absorbed into the blood stream resulting in a spike in blood sugar. Over time, this can cause chronic sugar cravings and can eventually lead to insulin resistance, type 2 diabetes and weight gain. Avoid simple carbohydrates whenever possible.

Simple carbohydrates include:

Cookies, cakes and pastries, pancakes, instant flavored oatmeal, white bread, rice and pasta, sugary cereals, and creamy soups.

What about fruit and dairy carbohydrates?

Fruit is very healthy and loaded with powerful nutrients. Aim to have 9-11 servings of fruits and vegetables a day, with a 1:3 ratio of fruits to vegetables.

When it comes to yogurt and milk, watch out for added sugars (both real and artificial). Added sugars are typically found in flavored yogurts and milks. Eat plain yogurt and add fresh fruit to

continued on page three...



Favorite Items & Recipes from Our Staff

Connie's Gingered Pork and Vegetable Shells

- 1 pork tenderloin (#3031340 Pork Tenderloin)
 - 1 package puff pastry shells
 - 2 tbsp. cornstarch
 - 1 1/4 oz. can vegetable broth
 - 1 tbsp. soy sauce
 - 2 tbsp. vegetable oil
 - 2 packages oriental blend vegetables (#4145620 Oriental Blend)
 - 1/4 tsp. garlic powder
 - 1/2 tsp. ground ginger
1. Bake pastry shells according to package directions.
 2. Slice pork tenderloin into thin strips.
 3. Mix cornstarch, chicken broth and soy sauce in a small bowl.
 4. Heat 1 tbsp of the vegetable over medium-high heat in a skillet. Add the pork and stir-fry until browned. Remove pork from the skillet.
 5. Heat the remaining vegetable oil in the skillet. Add the vegetables, garlic powder and ginger. Stir-fry until vegetables are tender-crisp.
 6. Add cornstarch mixture to the skillet. Cook and stir until the mixture boils and thickens.
 7. Return pork to the skillet and heat through. Serve in the pastry shells.

Make Your Cardio More Effective

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

People don't often understand why they're not losing weight when they feel as though they are doing everything right. Here are two of the most common mistakes people make when undertaking cardiovascular activity:

1. Typing total body weight into cardiovascular machines or heart rate monitors (HRM). I hear people saying, "I just burned 700 calories in 45 minutes!" I just saw them walking on the treadmill at a 2 percent incline at the same speed as someone walking in Wal-Mart!

When I ask how many pounds they entered into the machine, it all becomes clear. Muscle burns calories. Fat does not. If you instead enter your Lean Body Mass, or LBM (what your muscle weighs minus the fat), you will get a much more accurate reading.

To find out what your LBM is, get your body fat checked. Once you know your percentage of body fat, you have better information to enter into machines or HRMs.

Why be so picky about how many calories burned? Let's say you want to burn a pound a week – that's 3,500 calories. If you burn 500 calories a day over 7 days, you will reach your goal (as long as you don't eat more than you burn). In turn, it helps you calculate the number



of calories to consume daily. What if you are off 200 calories one way or the other? You may not lose any weight, or lose too much and lack the energy to perform daily functions.

2. Holding on to treadmills and/or stair mills while exercising. I understand holding on for balance, but I've seen the Vulcan death grip on more of these machines than I can take! When you hold on too tightly, you actually diminish the amount of energy expended – up to 40 percent.

What if you don't wear a HRM? The calories the machine says you are burning (even if you enter your LBM), are going to be inaccurate. The caloric expenditure is a guess based on your weight.

You have to work harder climbing up these machines without holding on so, slow down the speed, increase the incline and go! You will get a much better workout and won't be cheating.

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

Service Foods Earns Better Business Bureau Torch Award

This summer, Service Foods was honored with a Torch Award for Community Service by the Better Business Bureau (BBB) of Metro Atlanta, Athens and Northeast Georgia.

Each Torch Award winner embodies BBB's vision of an ethical marketplace. Torch Award recipients value honesty, respect, integrity and transparency in daily business transactions.

The annual awards luncheon was held in Atlanta with John Sours, administrator for the Governor's Office of Consumer Protection, as the keynote speaker. Twenty-nine companies competed in three categories based on the number of employees: Marketplace Ethics, Customer Service and Community Service. Winners were chosen from a panel of three judges who are experts in the field of ethics. Service Foods was honored as the first runner-up in the Community Service category.

"The Torch Award is a testament to the values and integrity that drives Service Foods to make a difference in our community and beyond," said company CEO Dr. Keith Kantor. "We're committed to improving the health and wellness of our local residents, as well as the nation as a whole."

Service Foods has been a BBB accredited business since 1981 and has a rating of A+, the highest rating from the organization.



Recipe Of The Month

Grilled Halibut with Butter Wine Cilantro Sauce

Serves 2

- 2 Halibut fillets, thawed
- Salt and pepper, to taste
- Olive oil to brush halibut

Butter Wine Cilantro Sauce

- 1 tbsp. olive oil
- 1 tbsp. shallots, diced small
- ¼ cup dry white wine
- 2 tbsp. butter
- 1 tbsp. fresh cilantro, chopped medium
- 1 tsp. fresh lemon juice
- Salt to taste

1. Pre-heat grill to medium-high.
2. Season the halibut fillets with the salt and pepper, then brush them with olive oil.
3. Place the fillets on the heated grill for 3 minutes per side to create grill marks. Lower the heat to medium-low and continue to cook with the lid closed until just done. Place the grilled fillets on serving plates and cover with foil to keep warm.
4. Place a skillet over medium heat for 1



minute. Add oil and swirl to coat the pan.

5. Add the shallots and garlic and sauté for 1 minute, being careful not to burn the garlic.
6. Add the white wine and simmer until the liquid is reduced by two-thirds.
7. Add the butter and cilantro to the pan and stir with a whisk.
8. Add the lemon juice and swirl the pan to incorporate them.
9. Uncover the fillets and pour the sauce over them.

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

Bon appétit! - Chef Mike

Carbohydrates: Friend or Foe? *Continued from page one*

sweeten instead of the flavored option. When buying milk, always buy the plain version.

The most important thing to know about carbohydrates is when to eat them. The best time to eat starchy carbohydrates is right after you exercise; in fact, this is the only time our bodies actually absorb them correctly. Even if you work out in the evening, you should eat complex starchy carbohydrates to replenish and repair glycogen stores after you workout. This is not a form of low-carb dieting – it is “right carb” dieting. Carbohydrates should come from fruits, vegetables, beans and dairy products throughout the rest of the day.

Here is an example of how to follow the “right carb” way of eating:

Breakfast: 1 egg, 2 egg whites, ½ oz. organic cheese and ½ cup vegetables of your choice, along with 1 medium piece of fruit

Morning snack: ¼ cup raw nuts

Lunch: Grilled chicken salad with 2-3 cups leafy greens, other vegetables added liberally, 3-5 oz. grilled chicken, sprinkle of organic goat cheese, 2 tbsp. oil and

vinegar-based dressing

Afternoon snack: 1 cup raw veggies and ¼ cup hummus

Afternoon exercise: 45 minutes of aerobic activity like cycling or running, 30 minutes of weight training and 15 minutes of stretching

Post workout: 1 scoop whey protein, 1 cup coconut milk

Dinner: 3-5 oz. grilled salmon, 1 medium sweet potato and 1½ cup roasted vegetables

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>.



BUSINESS LEADER
TOP 300
SMALL BUSINESSES

Service Foods Named Top Small Business of the South by Business Leader Magazine

We are proud to announce that Service Foods has been named the Top Small Business of the South by Business Leader Magazine.

The Top Small Businesses of the South program recognizes firms with 100 or fewer employees that conduct the majority of their business in the Southern market. Each company's one-year and five-year revenue growth, business achievements and community involvement were evaluated for the rankings.

Service Foods competed against 300 other companies to earn the top honor.

Service Foods was commended for supporting major health awareness campaigns such as the College Park Healthy City initiative, the Get Body Beautiful contest, the American Diabetes Association's Tour de Cure cycling event, and Step Out Walk to Stop Diabetes.

“I am very proud of the team at Service Foods for their hard work and dedication in achieving this distinction,” said Dr. Kantor, CEO. “It's wonderful to be acknowledged as the Top Small Business of the South. I look forward to maintaining our growth and high standards of quality products, valuable health education and community involvement.”





Reorder Your Favorite Items Today!

The warm days and long nights of summer are in full swing, and there's no better time for a barbecue! Stock up on our great-tasting poultry, beef, veal, pork, lamb and seafood for your next family dinner or get-together with friends. 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:
aizeisel@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:

Earl & Felicia Aldridge; Chris & Tiffany Amos; Like Bagnaschi; Brandon Brown & Nicole Caracola; Anthony Como; Frank & Maureen Davis; Tom & Janet Edwards; Michael & Valerie Gonzales; Mke & Brooklyn Goodall; Bryan Graham; Celia Hall; Cindy & Terry Johnson; Tracey Jones; Thomas & Mildred Lassiter; Marcus Matthews; Keith & Valenci McDaniel; Mary Poorman; Shawn & Jessica Potter; Andrea Reams; Winston Wilkerson Reese; JJ & Tahnee Reeves; Michele Robbins; Tony Spencer; Keith & Theda Thompson; Terry & Sharon Vincent; Cedric & Alicia Ward; Joel & Contrina Wilcox; David & Cathryn Williams; Scott & Teresa Williams; Ron & Jody Wilson; Steven Wright.



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:

- > Earl & Felicia Aldridge of Stone Mountain for referring Andrea Reams
- > Michael & Jenny Gordon of Athens for referring John & Linda Verschuren
- > James & Tahnee Reeves of Douglasville for referring James & Linda Reeves
- > Dustin Hawkins & Elizabeth Moser of Cumming for referring Donald & Caroline Hawkins

IN THIS ISSUE

- 2 p. Making Your Cardio More Effective
 - 1 p. Carbohydrates: Friend or Foe?
 - 3 p. Grilled Halibut with Butter Wine Cilantro
- Recipe Of The Month:


Service Foods
 4355 International Blvd
 Norcross GA, 30093
 ☎ 770.448.5300 📠 770.446.3085
www.ServiceFoods.com

PRSRT STD
 U.S. Postage
PAID
 Rome, Ga
 Permit #79