

# aisle 4

A FOOD AND BEVERAGE NEWSLETTER

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## OPENING

NEW PARTNERSHIP by Maruta Bergmanis

As August swings into force we are faced with the reality that summer is soon coming to an end and fall is near. For most people, this means leaving the lazy days of summer behind and getting ready to get back to work.

Here at H&K we've been busy all summer long forming a new food alliance with our WPP sister agency Nutrition + Culinary Consultants (NCC). NCC, a division of the Food Group, is a premiere provider of health and wellness nutritional consultation. NCC is lead by Chef Kyle Shadix, MS, RD, who is a recognized leader in the emerging terrain of cuisine and health food science - take a look at his NYCashew Bar recipe in "The Shopping List." The group brings a diverse background to our clients, including certified chefs, Registered Dietitians (RDs), food scientists, certified diabetes educators, foodservice operations experts, food allergy specialists and former American Dietetic Association spokespeople. This new partnership makes Hill & Knowlton a one-stop shop. We look forward to sharing insights from our newly formed partnership. For more details about NCC you can visit [www.culinarynutritionists.com](http://www.culinarynutritionists.com)



## PAPER OR PLASTIC

STOP. DROP AND SEPARATE. by Jennifer Belongia

Approximately 80 percent of what we Americans throw in the trash can be recycled. Whether at home or the office, take an extra minute to remove paper, plastic or glass items, and opt for the recycling container instead of the garbage.



## ON DISPLAY

LET POTATO CHIP FANS HAVE IT THEIR WAY by Tracy Straub

**"HEY BK!** YOU'RE hopping on the 100-calorie bus, too? It's getting mighty crowded on that vehicle but there's always room for a good idea. This fall, keep an eye out for little 100-calorie packs of Ketchup & Fries Flavored Potato Snacks (as well as flame-broiled burger flavored ones) at select BK locations," the Hungry Girl newsletter recently announced.

Burger King will also be rolling out bags of these snacks in a variety of sizes to be sold at grocery stores and convenience stores.

The taste of Ketchup & Fries comes down heavily on the ketchup side, and the potato-based chip is formed in a

flat rectangle. Flame-Broiled has a smoky meat flavor and is shaped like a traditional chip. Both are fried, but free of trans fats.

...fast food restaurant has jumped on the 100-calorie band wagon

The new snacks will sell in stores in 2-ounce packs for suggested retail prices of \$1.29 to \$1.40 and in 5-ounce packs for \$2.29 to \$2.49.

This introduction marks the first time a fast food restaurant has jumped on the 100-calorie band wagon, and the first time Burger King will sell its products in outside locations. This innovation could lead to some very interesting low-calorie options in the future. Who knows what may be next - perhaps McDonald's 100-calorie McFlurries?

Sources: [www.usatoday.com](http://www.usatoday.com); [www.hungrygirl.com](http://www.hungrygirl.com)



SOME WINE IN YOUR DESSERT? A FROZEN TREAT FOR ADULTS ONLY by Tracy Straub

Last year, we fell in love with Wine Cellar Sorbets, elegant sorbets made with vintage wines. In fact, they're made with so much wine you must be of legal drinking age and show an ID in order to purchase them.

...wine sorbets can be used as "palate cleansers,"

A year ago, the wine sorbet was available only in metropolitan New York. Now, as the company builds its national distribution, fans can shop online at [WineCellarSorbets.com](http://WineCellarSorbets.com); a couple of retailers located outside of New York are also listed on the Web site.

I encourage you to indulge in a little luxury and place your order! If you have influence with your local specialty food store, have them order the sorbet line so that you (and all of your food-loving friends) can have a steady supply.

More than a dessert sorbet, wine sorbets can be used as "palate cleansers," served between the fish and meat courses or after a spicy or strong-flavored course. Instead of a glass of wine on the patio on a hot summer day, a goblet of wine sorbet hits the spot while also cooling you off. The sorbets can be used in a variety of cocktails and to enhance fruit dishes but you don't have to wait for a special occasion to enjoy them - have a few spoonfuls as an evening treat.

Source: [www.mibble.com](http://www.mibble.com)



## 5 ITEMS OR LESS

INSIDE SCOOP ON WHAT'S STOCKING HOLLYWOOD'S CUPBOARDS

We all know that celebrities like to eat out – who hasn't been seen at the Ivy? But, did you know they're also investing in restaurants?

- Queen Latifah is opening a Fatburger restaurant in Miami. As one of her favorite places to eat in Hollywood, she decided to help launch the chain in Miami.
- Justin Timberlake opened his first restaurant in New York City this month. Timberlake's BBQ restaurant, Southern Hospitality, will serve southern comfort food including his grandmother's famous pecan pie.
- A cult favorite among many celebrities, Krispy Kreme doughnuts is top choice for a certain singer currently on tour. Christina Aguilera recently requested them upon landing in Sydney, Australia.

Sources: InTouch Weekly, 6 August 2007. <http://www.yumsugar.com>



## CUSTOMER FEEDBACK

Here are some great new food and beverage blogs to check out:

### BiteoftheBest.com

This Web site, which was created by seasoned food writer Bonnie Tandy Leblang, offers comprehensive grocery store product reviews, tested recipes, coupons, freebies and more.

### Vinography.com

Here's something for all those wine-lovers out there. This popular blog features wine reviews (extensive lists), restaurant reviews (from San Francisco, Wine Country, Chicago, Paris, New York, Tokyo, Cairo and Buenos Aires), a list of food and wine activities and even a free wine tasting tool.



FINALLY A WAY TO SLICE AVOCADOS WITHOUT ALL THE MESS

by Maruta Bergmanis

### What is it?

Flexicado™ Avocado Slicer. The flexicado removes flesh from a halved avocado of any size by quickly slicing the avocado into about six uniform slices.



### Why we like it?

We are huge avocado fans, so of course we loved a tool that made eating and serving them easier. Its construction allows for maximum flexibility. The seven plastic prongs easily segment a ripe avocado, making avocado pieces that are perfect for any kind of dish.

### Why it works?

Straight from the packaging: "one scoop gets it all." It's much easier than using a knife and it avoids a lot of extra waste by separating the tissue right from the peel. Also, it's dishwasher safe, making clean up a breeze – and kid-friendly.

### Where to buy it?

Purchase at [www.kitchencontraptions.com](http://www.kitchencontraptions.com) or [www.amazon.com](http://www.amazon.com).

Retails between \$6.00 and \$7.99.



## THE SHOPPING LIST

Looking for a special treat for an end-of-summer gathering? Try this recipe from Chef Kyle Shadix, MS, RD, director of NCC, for his signature, delicious Cashew Bars.

### NYCashew Bars

Makes 36 bars

- 2 cups all purpose flour
- 1 tablespoon baking powder
- 1 cup smooth ground cashew butter found in health food stores
- 1 cup trans fat free margarine
- 3 cups sugar
- 4 eggs
- 1 tablespoon vanilla extract
- 1 cup unsalted or low-salt cashews

Preheat oven to 350 degrees. Spray 13 x 9 x 2 inch pan with cooking spray.

Combine flour and baking powder and set aside.

On medium low, heat cashew butter and margarine together until melted. Stir in sugar, eggs, and vanilla until well blended; be careful that the mixture is not so hot that it will coagulate the eggs.

Add flour mixture and stir just until combined. Do not overmix; mix only until flour mixture combines with wet.

Spread batter into prepared pan.

Bake for 45-60 minutes.

Nutrition Information: 161 calories; 3g protein; 25g carbs; 5.5g total fat; 0g trans fat; 0g saturated fat; 23mg cholesterol; 33mg sodium; 0.5g fiber

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