

Supermarket Savvy

NEWSLETTER



The Mediterranean Diet—Eat Fat, Get Skinny

The Mediterranean diet isn't really a diet. Rather, it's a lifestyle that includes a combination of fresh, healthy foods with physical activity and social interaction (especially during meal times). Foods aren't just a means of fueling the body; meals are an event—a time to bond and enjoy the company of your family and friends.

Mediterranean foods are simplistic in their flavors and their preparation, making it an easy diet for consumers to maintain. This cuisine combines complex carbohydrates found in pasta and rice with lean proteins like beans and lentils, fish, seafood (a good source of Omega-3 fatty acids), and poultry. It also includes lots of fresh fruits and vegetables (important for vitamins, minerals, and fiber) and uses olive oil (a good source of monounsaturated fat) instead of butter. Proponents of this diet also stress the importance of freshness and food quality over quantity, which is an important line of thought to support portion control. These foods are full-flavored because they include an array of herbs and spices and add healthful variety to the typical American diet.

Read about Mediterranean food products and find a Pasta Sauce Comparison Chart (page 9) and a Mediterranean Diet Tip Sheet (page 10).



Gourmé Mist Oil & Vinegar Misters


FREE OFFER

Controlling calories and eating healthier is a cinch with these revolutionary misters, which create a fine, gentle, non-aerosol spray without alcohol or chemical propellants—good for you and good for the environment. Use them to coat sauté pans; dress up salads; and flavor veggies, fish, meats, and breads.

Attractively packaged in a sleek contemporary spray bottle, Gourmé Mist products come in six varieties—Organic Extra Virgin Olive Oil, Organic Canola Oil, Extra Virgin Olive Oil, Barrel Aged Balsamic Vinegar, and Balsamic Vinegar flavored with Pomegranate or Raspberry. There is a 6.5-fl-oz kitchen size or a 3.5-oz travel size that is perfect for your purse or brief case. A one-minute spray of the oil mist is just 4 calories and 0.5 g fat.

Pros: Portion-controlled oil spray.

Cons: None

 This is a great way to add flavor to salads, meat, etc. without adding calories. The travel-size mister can help you eat healthy wherever you are.

Gourmé Mist - Extra Virgin Olive Oil	
Nutrition Facts	
Serving Size: 0.5 ml (1 second spray)	
Servings Per Container: 384	
Calories 4	Calories from Fat 4
% Daily Value	
Total Fat <1g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 0mg	0%
Total Carb. 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

GOURMÉ MIST OIL & VINEGAR MISTERS

Rating ***
Claims Organic
Allergens None
\$ \$8.99 to \$10.49/6.5 oz
Distribution SM, H/N, SD, IO
Contact www.gourmemist.com

FREE OFFER

First 100 requests will receive a bottle of Gourmé Mist Olive Oil and Vinegar

Contact: sara@gourmemist.com
Subject: SUPERMARKET SAVVY Offer
Expires: July 31, 2009



Our mission statement

To provide objective, balanced, and science based information on new food products, health issues, food labels, trends, and educational resources.

Key to information boxes

Rating
 *** Recommended
 ** Recommended (see 'Cons')
 * Not Recommended
Distribution
 SM = Supermarkets
 H/N = Health/Natural Food Stores
 GS = Gourmet & Specialty Stores

DC = Drug & Convenience Stores
 CS = Club & Super Stores
 ND = Nationally Distributed
 RD = Regionally Distributed
 SD = Spotty Distribution
 TM = Test Market
 IO = Internet Order
 FS = Food Service

NA = Information not available at the time of publication
 = Link to obtain Free Sample Offer
 = Editorial comments

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Olive Oil Varieties

Olive oil comes in a great many varieties and brands, which can be daunting to consumers. Here is a quick explanation to make the choice simpler. There are three main types of olive oil—Extra Virgin, Regular, and Light. Check out the differences.

Type	Production	Uses
Extra Virgin Olive Oil	First Pressed (This is the oil that is released after a single pressing of the olives.) Cold pressed uses no heat and preserves the health benefits of polyphenols.	Salad dressings, dipping sauces, drizzling over pastas, meats, etc. Low-smoke point, so don't use for frying, baking, or stir-frying.
Olive Oil	Mixture of First & Second Pressed Oil (This oil is a combination of the oil released after the first/second pressings and also may have been heated during the pressing.)	Cooking because it has a higher smoke point.
Light Olive Oil	Variety of processing methods; may be a mixture of oils, but will be more finely filtered than other varieties to leave a lighter flavor.	Can be used to cook, bake, and fry with because of its lighter olive flavor and higher smoke point.

Olive oils should be stored at room temperature (in a stable environment and not near the stove/oven) and in a dark environment (light and oxygen can quicken rancidity). Price does not necessarily dictate quality, so consumers should not feel the need to buy the most expensive olive oil on the shelf. [Learn more about olive oil.](#)



CEDAR'S TZATZIKI GREEK STRAINED YOGURT DIP

Rating	**
Claims	None
Allergens	Milk
\$	\$3.99/12 oz
Distribution	SM, H/N, CS, SD
	www.cedarsfoods.com

Cedar's Tzatziki Greek Strained Yogurt Dip

Yogurt is an important part of the Mediterranean diet and can be used as a sandwich spread to replace high-fat mayonnaise, as a vegetable dip, as a sauce for meats, and for anything else you can imagine.


Cedar's has been making delicious Mediterranean products for over 25 years beginning in 1981. Their products range from Greek-strained yogurt dips to pita chips to stuffed grape leaves to fresh Mediterranean salads (see review on page 3). In 2008, their pita chips, hommus dips, and the Tzatziki Greek-strained yogurts won the American Masters of Taste GOLD Superior Taste Award that is given to only the best-tasting products in the nation. This means that these products will give you a delicious flavor experience. They also are a "Founding Supporting Member" of the Mediterranean Food Alliance (see FYI on page 3) and strive to ensure that all of their items are high-quality, healthy Mediterranean products.

Cedar's Tzatziki Yogurt Dip uses Greek yogurt, a thicker style of yogurt produced by straining the whey from the product. The yogurt is made in their factory in Greece to produce a low calorie (30 kcal/2 Tbsp), trans fat-free, preservative-free dip. Yogurt contains active bacterial cultures that provide necessary "good" bacteria to the intestinal tract. These good bacteria provide numerous probiotic digestive benefits, including the improvement of constipation and diarrhea. The flavored dips also provide a savory option for buyers in a market full of sweet, fruity yogurts.

Cedar's Tzatziki makes the Mediterranean yogurt dip in three flavors: Cucumber Garlic, Sundried Tomato, and Roasted Red Pepper.

Pros: Low calorie (35) and preservative free.

Cons: High in fat (2 g or 70% fat calories) and saturated fat (1 g) per 2 Tbsp serving, but better than mayonnaise that contains 200 calories, 11 g fat, and 1.5 g saturated fat in a 2 Tbsp serving.

 The cucumber garlic variety had a very mild flavor, but was a nice addition to a raw vegetable platter. The other two varieties are more flavorful. They are the perfect accompaniment to fresh vegetables.

Cedar's Tzatziki - Cucumber Dill Yogurt Dip

Nutrition Facts

Serving Size: 2 Tbsp (30g)	
Servings Per Container: 12	
Calories 35	Calories from Fat 25
% Daily Value	
Total Fat 2.5g	4%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 55mg	2%
Total Carb. 2g	1%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 1g	2%
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 0%

Thanks to
Laura Armstrong,
University of
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Mediterranean Diet
Article.



FYI

Med Mark

The Med Mark is your way of ensuring the foods and drinks you're choosing are part of a healthy Mediterranean lifestyle. You can find a Med Mark on more than 150 healthy Mediterranean products that your whole family will enjoy. Every product that bears the Med Mark meets **nutrition criteria** based on findings from **AnceL Keys' Famous Seven Countries Study**, a hallmark study for the Mediterranean diet. The criteria also are consistent with the U.S. Food and Drug Administration's (FDA's) definition of "healthy." Check out **The Mediterranean Diet Pyramid**.




Cedar's Mediterranean Salads and Grape Leaves

Legumes such as peas, beans, lentils, and peanuts are a good source of fiber and protein and are an integral part of the Mediterranean diet. Cedar's brand produces a variety of fresh, Mediterranean salads made with legumes. Since the Cedar's company is very concerned with providing healthful, wholesome Mediterranean food products, they steam their chickpeas to ensure quality. Many of the salads are cholesterol, trans fat free, and preservative free, and many are kosher certified.

These salads serve as tasty, practical side dishes to accompany any Mediterranean meal. Varieties include Tabouleh (a combination of bulgur made of wheat, parsley, tomatoes, and other flavoring), Bruschetta, Seven Grain Salad, Wheat Berry Orzo Salad, Couscous with Curry Salad, Cranberry Grain Salad, Mediterranean Salad, Cracked Wheat Salad, Lentil Salad, Chickpea Salad, Black Bean Salad, and Stuffed Grapeleaves. Often stuffed grape leaves are found jarred and swimming in oil, but these are located in the refrigerator section of the grocery store, are fresh, and are not soaked in oil, which makes them lower in calories and fat.

Pros: Cholesterol free, trans fat free, and preservative free; fresh, pre-made salads.

Cons: Fat, sodium, and calories vary depending on variety, so read the label. The serving size is only 2 Tbsp.

 We tried the Lentil Mediterranean Salad and greatly enjoyed the fresh flavor. It is low calorie (30 calories/2 Tbsp). A great side dish for people who need convenience.

CEDAR'S MEDITERRANEAN SALADS AND GRAPE LEAVES

Rating **

Claims Cholesterol, trans fat free, preservative free

Allergens Wheat (some varieties)

\$ \$3.49/10-oz package

Distribution SM, H/N, CS

www.cedarsfoods.com

Cedar's Lentil Mediterranean Salad	
Nutrition Facts	
Serving Size: 2 Tbsp (30g)	
Servings Per Container: 7	
Calories 30	Calories from Fat 10
% Daily Value	
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carb. 5g	2%
Dietary Fiber 1g	5%
Sugars 1g	
Protein 1g	
Vitamin A 15%	Vitamin C 6%
Calcium 0%	Iron 4%

FYI

The Med Diet Grocery Store Kit

→ Download the kit

The Med Diet Grocery Store Kit was created to help food retailers open their customers' eyes to the health benefits of following a Mediterranean-style diet while making them aware of the many Med choices available in almost every aisle. This free kit also is a great resource for any health professional. The Kit, entitled "From Your Cart to Your Kitchen," includes everything you need for successful in-store Mediterranean diet events—a PowerPoint Presentation, Shopping List, Sampling Events, Cooking Demo, Recipe Cards, and Fact Sheets.





TILLEN FARMS PICKLED VEGETABLES

Rating ★★★
Claims Fat free (except Sunnysides)
Allergens None
\$ \$8.25/12 oz
Distribution SM, H/N, SD
www.tillenfarms.com

Tillen Farms Pickled Vegetables

The Mediterranean diet encourages an increased intake of vegetables and fruits, and Tillen Farms Pickled Vegetables help provide a fast, unique way to incorporate vegetables into meals.

Tillen Farms roots began 40 years ago with a small canning company connected to a winery. Today, the company focuses on jarring vegetables. They work closely with local farms to ensure the freshest vegetables. They also have a unique pickling-and-jarring process in which the fresh vegetables are steamed, then very quickly chilled before being placed in the jars where they are again heated, but for only a very few minutes. This process preserves the crispiness of the vegetables, making them even more palatable.

These pickled vegetables offer a low-carbohydrate (1 to 7 g depending on variety), low-calorie (10 to 40 calories depending on variety), gluten-free, and preservative-free snack option. They jar Dilly Beans, Crispy Carrots, Hot Pickled Asparagus, Hot and Spicy Beans, Snappers (snap beans), Sunnysides (dried tomatoes), Sweet Bells (bell peppers), and Regular and White Asparagus. Both the Crunchy Carrots and the Sunnysides have a notable amount of vitamin A (60% and 30% respectively). Also, all of the varieties, with the exception of the Sunnysides (dried tomatoes soaked in a 70% olive oil / 30% canola oil mixture), are fat free.

Pros: Good source of vegetables. Low in sodium (0 to 250 mg) and fat free (except for 2.5 g fat in Sunnysides). Many are excellent sources of vitamins A and C.

Cons: Unfortunately, they are quite expensive — \$8.25/jar in the supermarket, but you can order them online for \$6.99/jar.

🌸 The carrots have a delightful sweet-and-sour flavor. They are very enjoyable with a side of hummus or yogurt dip.



KANGAROO WHOLE GRAIN PITA

Rating ★★★
Claims Whole grain, fiber, omega-3
Allergens Wheat
\$ \$2.49/6 pockets (8 oz)
Distribution SM, ND
www.kangaroobrands.com
www.pocketdiet.com

Kangaroo Whole Grain Pita

Whole grains are an important part of the Mediterranean diet and Kangaroo Pitas offer a creative way to incorporate them into the daily diet.

Kangaroo brand produces a whole-grain sandwich pita that contains oat bran and flax seed. Flax seed is a source of Omega-3-fatty acids, which are known for their cardiac health benefits as they help to fight inflammation and lower blood pressure. This product's formulation is over 50% whole grain and contains 4 g fiber and 12 g whole grain and is a low-sodium food with only 100 mg sodium per serving.

The pita comes pre-sliced and pre-opened, making it fast and convenient to fill and eat. The company also has developed a diet plan based around portion control. Using this product, which holds 3 to 4 ounces of ingredients, participants choose from a variety of different recipes for lunch, dinner, and even breakfast. The recipe book can be ordered through their Web site. Kangaroo also produces a white-bread sandwich pita pocket and white or whole-wheat salad pockets.

Pros: Whole Grain (12 g/pocket), high fiber (4 g), and only 100 mg sodium per serving.

Cons: None

🌸 I enjoyed the flavor and convenience of this product. It also was nice to have the products pre-opened, which eliminated the usual problem of holes in the pita edges.

Tillen Farms-Crispy Carrots

Nutrition Facts

Serving Size: 5 pieces (30g)	
Servings Per Container: 6	
Calories 30	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carb. 7g	2%
Dietary Fiber 1g	4%
Sugars 6g	
Protein 0g	
Vitamin A 60%	Vitamin C 0%
Calcium 0%	Iron 2%

Kangaroo Whole Grain Pita - Sandwich Pockets

Nutrition Facts

Serving Size: 1 pocket (37g)	
Servings Per Container: 6	
Calories 80	Calories from Fat 10
% Daily Value	
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	3%
Total Carb. 16	5%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 4g	
Vitamin A 0%	Vitamin C 0%
Calcium 6%	Iron 7%



Mrs. Dash – Seasoning Blends

FREE OFFER

MRS. DASH – SEASONING BLENDS

Rating	***
Claims	Sodium & MSG free
Allergens	None
\$	\$2.99/2.5 oz shaker
Distribution	SM, ND
	www.mrsdash.com

FREE OFFER

Sample of Caribbean Citrus and Fiesta Lime Seasoning Blends

Contact: kristen@mbooth.com

Subject: SUPERMARKET SAVVY Offer

Expires: July 31, 2009


Spices are the key to the identity of the Mediterranean diet that is known for its bold flavoring. Mrs. Dash has 13 varieties of seasoning blends that use varying combinations of 14 different spices. All of the flavors are free of sodium and can be used for poultry, meat, fish, pasta, and other foods. Low-sodium diets are important for patients suffering from high blood pressure or cardiac disease and these products are heart-friendly flavoring agents.

Flavors like Garlic and Herb, Lemon Pepper, Italian Medley, and Tomato-Basil-Garlic are reminiscent of the Mediterranean diet. These blends eliminate the need to buy individual bottles of herbs and spices to mix yourself, and they ensure that the flavors of your dish will be balanced.

Take your taste buds south of the border or island hopping with the newest seasonings blends—Fiesta Lime and Caribbean Citrus. Fiesta Lime contains sweet chili pepper, cumin, paprika and cayenne pepper blended with lime juice and zest. The Caribbean Citrus Seasoning Blend combines sweet chili pepper, allspice, cayenne pepper, cumin, cinnamon, coriander, nutmeg and ginger with orange zest and lime juice.

Pros: No sodium, no MSG.

Cons: None

 Mrs. Dash Seasoning Blends provide great flavor to food products without added sodium and are easy to use. Find easy recipes on the [Mrs. Dash website](http://MrsDash.com) like the Pasta E Fagioli below.

Mrs. Dash – Seasoning Blends – All

Nutrition Facts

Serving Size: 1.4 tsp. (0.7g)	
Servings Per Container: 101	
Calories 0	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 10mg	0%
Total Carb. 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

Pasta E Fagioli

Serves: 12 • Serving Size: 7.8 oz (about 1 cup) • Prep Time: 10 min • Cook Time: 35 min

1 T olive oil	2 T no-salt tomato paste	1 28-oz can cannellini beans, drained and rinsed
1 T Mrs. Dash® Garlic & Herb Seasoning Blend	1 15-oz can no-salt-added plum tomatoes, chopped	1 cup small elbow pasta, uncooked
1 T Mrs. Dash® Tomato Basil Garlic Seasoning Blend	6 cups low-sodium chicken broth	1/4 cup Parmesan cheese, grated

In a heavy saucepan, heat olive oil over medium high heat. Add Mrs. Dash® Blends, tomato paste, tomatoes, chicken broth, and beans. Bring to a boil, then reduce the heat and cook for 10 minutes. Add pasta and cook another 10 - 15 minutes. Serve garnished with Parmesan cheese.

Nutrition: 160 Calories, 3 g Total Fat, 1 g Saturated Fat, 144 mg Sodium, 483 mg Potassium, 25 g Carbohydrates, 5 g Fiber, 10 g Protein.



FYI

Health Benefits of Mediterranean Spices:

→ [Learn more about the health benefits of spices.](#)

The Mediterranean diet utilizes many spices to create a delicious and easily identifiable flavor profile. Additionally, many of the spices most commonly used in this style of cooking have been shown to have other health benefits, usually because of the presence of antioxidants.

- ▶ **Red Peppers** contain a compound called capsaicin, which is responsible for the heat you feel when you eat them. It also is directly related to the amount of antioxidants found in the pepper, so the hotter it tastes, the more antioxidants it has. Some studies show that capsaicin has the ability to increase satiety and, when added to meals, decreases the amount of calories people consume, even at the next meal.
- ▶ **Thyme** contains antioxidants and flavonoids, which have anti-inflammatory effects and, along with some of the other oils in thyme, can benefit heart health and cognitive function as we age.
- ▶ **Oregano** contains Rosmarinic acid, which has antioxidant capabilities.
- ▶ **Rosemary** also contains antioxidants and is a signature flavor of Mediterranean cooking.
- ▶ **Cinnamon** contains high levels of antioxidants and is also rich in polyphenols, which can help to regulate blood sugar levels.





Athenos Hummus

Beans and peas often are consumed in the Mediterranean, and Athenos hummus is a tasty way to incorporate them into the diet. This product is a simple blend of chickpeas, a starchy legume; olive oil; and other seasonings. However, it is important to read ingredient labels as some brands use canola oil instead of olive oil, which eliminates the health benefits that olive oil provides.

Athenos hummus comes in 11 different varieties, ranging from Original to Artichoke/Garlic to Roasted Red Pepper. The Roasted Red Pepper variety contains only 3 g fat per serving with 0 g saturated fat and 0 g trans fat and contains 15% of the daily recommendation for vitamin C. It is labeled with the “Sensible Solution” green label seen on a variety of Kraft products. This label identifies “better for you” products and also contains personalized information about why that product is more healthful. It is a good tool, but should not replace reading the Nutrition Facts.

Hummus is an excellent replacement for mayonnaise or other sandwich spreads and can help eliminate calories and lower fat intake. It also is a fantastic accompaniment for pita chips, which can replace potato chips and dip. Plus, it is an excellent dip for vegetables, again eliminating fatty dips and providing an incentive to eat fresh vegetables.

Pros: Saturated fat free and trans fat free. Low sodium (150 mg). Good source of vitamin C (15% DV per 2 Tbsp serving).

Cons: Still contains 50% calories from fat (3 g/2 Tbsp), although a good fat from olive oil.

 Wonderful, creamy texture and great flavor. We particularly enjoyed this with the Tillen Farms pickled carrots. (See review on page 4)

Athenos Hummus - Roasted Red Pepper	
Nutrition Facts	
Serving Size: 2 Tbsp (27g)	
Servings Per Container: 7	
Calories 50	Calories from Fat 25
% Daily Value	
Total Fat 3g	5%
Saturated Fat 0g	0%
Polyunsat Fat 0.5g	
Monounsat Fat 2g	
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	6%
Total Carb. 5g	2%
Dietary Fiber <1g	4%
Sugars <1g	
Protein 1g	
Vitamin A 6%	Vitamin C 15%
Calcium 0%	Iron 2%

ATHENOS HUMMUS

Rating **

Claims Saturated & trans fat free

Allergens None

\$ \$3.59/7-oz container

Distribution SM, ND

www.athenos.com



FYI Olive Oil Health

Olive oil is an important component of the Mediterranean diet and is known for its health benefits. It is an excellent source of mono-unsaturated fatty acids, which lowers LDL cholesterol without affecting HDL cholesterol. It also is a source of polyphenol antioxidants, including vitamin E, which have been shown to have positive effects on heart health. Those following the Mediterranean diet have been shown to have a decreased risk of heart attack and stroke.

→ [Read more about polyphenols and olive oil.](#) → [Read more about olive oil and the Mediterranean diet.](#)

Maison LeGrand Pesto Sauces

Pasta and the accompanying sauces are a crucial part of the Mediterranean diet, and using whole-grain pastas and fresh sauces is a great way to boost the nutritional value of your meal. Pesto sauces are higher in fat because they are made using a blend of herbs (mainly basil) and either olive oil or canola oil. In pre-prepped pesto, it is not uncommon to see a blend of canola oil and olive oil as olive oil can solidify when refrigerated, thus creating a cloudy and unappetizing appearance if used alone.

Maison LeGrand creates a variety of fresh sauces and spreads including tapenades, aromatic sauces, and pesto. Some of the flavors include 4 Nut and Cheese Pesto, Sundried Tomato Pesto, Garden Pesto, Olive and Sundried Tomato Tapenade, and Spicy Olive and Sundried Tomato Tapenade. The products are located in the refrigerator section of the grocery store and must be refrigerated at home. This company stresses

Maison LeGrand Pesto Sauces - Four Nuts & Cheese Pesto	
Nutrition Facts	
Serving Size: 2 Tbsp (28g)	
Servings Per Container: 6	
Calories 140	Calories from Fat 120
% Daily Value	
Total Fat 14g	22%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 280mg	12%
Total Carb. 2g	1%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 2%



MAISON LEGRAND PESTO SAUCES

Rating **

Claims None

Allergens Nuts

\$ \$5.99/5.5-oz package

Distribution H/N, SD, IO

<http://maisonlegrand.com/en/>

the importance of using fresh ingredients to ensure fresh flavors that appeal to a variety of palates.

Pros: Quick and easy preparation.

Cons: High fat (14 g per 2 Tbsp serving, 86% of calories from fat) and saturated fat (4 g).

🌸 We thoroughly enjoyed the 4 Cheese and Nut Pesto. It was not too heavy and we appreciated the clean list of ingredients. Also, we found the flavors strong enough to cut the serving size in half (1 Tbsp), which is a good way to lower the fat and calorie content.



BUITONI PASTA AND SAUCES

Rating	★★
Claims	None
Allergens	Milk, nuts, pine nuts, walnuts (depending on the product)
\$	\$3.59/container
Distribution	SM, ND
	www.buitoni.com

Buitoni Pasta and Sauces

Pasta is the food most people identify as Mediterranean. Buitoni makes an array of fresh pastas, pasta sauces, bruschetta toppings, and grated cheeses. These products can be found in the refrigerator section of your supermarket and range from plain, fresh spaghetti to stuffed tortellini. In addition, a whole-wheat variety has recently hit supermarket shelves—Whole Wheat Three Cheese Tortellini. The sauces range from marinara to pesto to Alfredo. The marinara sauce has a simple list of ingredients, which includes tomatoes, canola oil, basil, and carrots and contains only 70 calories and 3 g fat per ½-cup serving. They also produce a reduced-fat pesto (240 calories and 19 g fat vs. 300 calories and 28 g fat in the regular pesto) and a light Alfredo sauce (90 calories and 6 g fat vs. 130 calories and 11 g fat per serving).

These products make the dinner process quick and easy, but it should be noted that depending on the variety, they can be high in fat and sodium. Be sure to check the Nutrition Facts.

Pros: Practical, quick preparation.

Cons: Can be high in fat (more than 9 g) and sodium.

🌸 The Pesto with Sundried Tomatoes has an excellent flavor and contains 18 g fat and 210 kcal per serving; however, the serving size of ¼-cup can be reduced to 2 Tbsp and still be enjoyable.

Buitoni Pasta and Sauces Pesto with Sun Dried Tomatoes

Nutrition Facts	
Serving Size: ¼ cup (62g)	
Servings Per Container: 3	
Calories 210	Calories from Fat 160
% Daily Value	
Total Fat 18g	27%
Saturated Fat 3g	14%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 360mg	15%
Total Carb. 9g	3%
Dietary Fiber 2g	8%
Sugars 4g	
Protein 4g	
Vitamin A 8%	Vitamin C 0%
Calcium 10%	Iron 4%



KASHI MEDITERRANEAN PIZZA

Rating	★★
Claims	Whole grain, fiber, Omega-3
Allergens	Wheat, milk
\$	\$5.99/12.7 oz
Distribution	SM, H/N, ND
	www.kashi.com

Kashi Mediterranean Pizza

Whole grains, vegetables, and cheese; it is the Mediterranean diet in one of America's favorite form – pizza. Kashi pizza is made of minimally processed ingredients and comes in three flavors: Five Cheese Tomato, Roasted Garlic Chicken, and—most relevant to this review—Mediterranean. These pizzas use a blend of seven whole grains, sesame seeds, and flax seed for the crust, providing 260 mg of Omega-3 fatty acids. Plus they contain 4 to 5 g fiber, 8 g whole grains, and 15 to 19 g protein. The Mediterranean Pizza is topped with a roasted, red pepper pesto sauce; spinach; red onions; sweet red peppers; and a blend of mozzarella, yellow and white Cheddar, Asiago, and feta cheeses.

Pros: Whole grain (8 g) and high fiber (5 g). Good source of vitamin A (30%) and calcium (10%). Vegetarian.

Cons: High in sodium (640 mg) and moderate in fat (9 g) per serving, but only 28% calories from fat.

🌸 We thoroughly enjoyed the flavor of the Mediterranean Pizza. The crust crisped without burning; the flavors were well balanced; and best of all, you could actually taste the cheese.

Kashi - Mediterranean Pizza

Nutrition Facts	
Serving Size: 1/3 pizza (120g)	
Servings Per Container: 3	
Calories 290	Calories from Fat 80
% Daily Value	
Total Fat 9g	14%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 640mg	27%
Potassium 200mg	6%
Total Carb. 37g	13%
Dietary Fiber 5g	20%
Sugars 3g	
Protein 15g	
Vitamin A 30%	Vitamin C 10%
Calcium 20%	Iron 8%

FYI

Mediterranean Facebook Widget

Lots of people want to improve their health or lose weight. This little add-on utilizes the power of Facebook, a communication and networking Web site with a very large following, to help encourage people to keep their resolutions using the Mediterranean diet. Basically, a person downloads the "Mediterranean Makeover" widget to their profile on Facebook, then chooses one of 10 goals, such as "curb my sweet tooth" or "be more active." The widget posts a new suggestion, termed "nudge," on your profile daily to encourage you to meet your goal. By using Facebook as the distribution point for this tool, they are able to link people with the same goal to each other and create a self-built support group.

Sign up for your Mediterranean Facebook widget.



GOOD SEASONS ITALIAN DRESSING WITH EXTRA VIRGIN OLIVE OIL

Rating ★★
Claims Olive oil
Allergens Milk
\$ \$3.49/ 14 fl oz
Distribution SM, ND
www.kraftfoods.com


Good Seasons Italian Dressing with Extra Virgin Olive Oil

Salads can be a low-calorie way to enjoy a variety of vegetables until the salad dressing is added. Depending on the variety, salad dressings can add several hundred calories and 10 g fat or more to that healthy plate of vegetables. If you are going to add fat calories to your salad, make sure it is olive oil.

Kraft has created a line of salad dressings that incorporate Extra Virgin Olive Oil and come in a variety of flavors including Italian Vinaigrette, Sundried Tomato Vinaigrette with Roasted Red Pepper, Raspberry Vinaigrette, and Classic Balsamic Vinaigrette. These salad dressings contain 60 to 90 calories and 4 to 8 g fat in a 2 Tbsp serving, which is comparable to other Italian salad dressings in calorie and fat content and much lower than creamy dressings (110 calories and 11 g fat or more per 2 Tbsp serving). Even though they are not low in fat, they are made with Extra Virgin Olive Oil, which provides "good" mono-unsaturated fats that have been shown to support heart health. These dressings also contain canola oil to prevent the cloudy look and dense texture that is produced when 100% olive oil is refrigerated.

Pros: Contain Extra Virgin Olive Oil. Lower in calories than creamy dressings.

Cons: Still high in fat (4.5 g fat per 2 Tbsp – 67% fat calories) although a healthy fat.

 This dressing has a great flavor and is a fantastic alternative to a full-fat, mayonnaise-based dressing.

Good Seasons Italian Dressing with Extra Virgin Olive Oil - Italian Vinaigrette

Nutrition Facts

Serving Size: 2 Tbsp (31g)	
Servings Per Container: 14	
Calories 60	Calories from Fat 40
% Daily Value	
Total Fat 4.5g	7%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 300mg	13%
Total Carb. 3 g	1%
Dietary Fiber 0g	0%
Sugars 3g	
Protein 0g	
Vitamin A 4%	Vitamin C 0%
Calcium 0%	Iron 0%

Zesty Grilled Vegetables

Makes: 6 servings, 1 cup each • Cooking Time: 10 min • Total Time: 1 hr 20 min

1/2 cup Good Seasons Italian Dressing with Olive Oil
 3 Tbsp. lemon juice

2 lb. mixed fresh vegetables (zucchini, red peppers, yellow peppers, green peppers, new potatoes and squash), cut up

Mix salad dressing and lemon juice in a small bowl. Reserve 1/4 cup dressing; refrigerate until ready to use. Pour remaining dressing over vegetables in shallow glass dish; cover. Refrigerate 1 hour to marinate, stirring after 30 min. Drain vegetables; discard marinade.

On a Grill: Heat greased grill to medium-high heat. Grill vegetables 8 to 10 min. or until crisp-tender, turning and brushing occasionally with reserved dressing.

Nutrition: 100 Calories, 6 g Fat, 1 g Saturated Fat, 11 g Carbohydrates, 2 g Protein, 20% DV Vitamin A, 100% DV Vitamin C

→ Find more recipes on the Kraft website.



Healthy Pasta Sauces

Sauces are listed from least to most sodium, then calories and fat grams.
Selected sauces contain no more than 480 mg sodium and 3 g of fat and 10% DV or more of vitamin A.

1/2 cup Serving Size	Sodium	Calories	Fat (g)	Carbohydrate (g)	Sugar (g)	Vitamin A (%DV)
Eden Organic No Salt Added	10	70	2.5	9	4	20
Francesco Rinaldi No Salt Added	40	70	2.5	12	6	15
Rising Moon Organics Pasta Sauce Garlic and Onion	190	35	0	8	4	40
Classico Spicy Red Pepper	300	60	2.5	8	5	10
Eden Organic Spaghetti Sauce	300	70	2.5	9	4	20
Classico Tomato Basil	310	50	1	11	6	10
Ragu Light No Sugar Added Tomato and Basil	330	50	1	9	6	10
Classico Marinara with Herbs	330	70	1.5	11	6	15
Classico Organic Spinach & Garlic	330	70	1.5	11	7	16
Classico Organic Spinach and Garlic	340	70	1	10	3	12
Muir Glen Organic Portabello Mushroom	350	50	0	10	4	15
Classico Roasted Garlic	350	50	1	9	5	10
Muir Glen Organic Fat Free Italian Herb	350	60	0.5	11	2	15
Muir Glen Organic Chunky Tomato and Herb	350	60	1	11	5	15
Muir Glen Organic Italian Herb Pasta Sauce	350	60	1	11	5	15
Ragu Light Tomato and Basil	360	50	0	11	8	10
Muir Glen Organic Cabernet Marinara	360	60	1	11	4	15
Classico Mushroom & Ripe Olives	360	60	1.5	10	6	14
Muir Glen Organic Tomato Basil	370	60	1	12	4	15
Muir Glen Organic Roasted Garlic	380	60	1	12	4	15
Classico Triple Mushroom	380	70	1	13	5	10
Muir Glen Organic Four Cheese	380	80	3	11	3	15
Muir Glen Organic Fire Roasted Tomato	390	70	2	12	5	15
Classico Fire Roasted Tomato & Garlic	400	50	1	8	5	14
Classico Organic Tomato, Herbs & Spices	400	70	1	12	7	14
Ragu Old World Style Sweet Tomato Basil	410	60	1.5	12	6	10
Ragu Old World Style Margherita	410	70	2	13	6	10
Francesco Rinaldi Garden Combo	410	90	2.5	16	15	25
Prego Heart Smart Fresh Mushroom	410	100	3	15	9	10
Prego Tomato, Basil & Garlic	420	80	2.5	12	9	10
Prego Three Cheese	430	80	1.5	14	11	10
Classico Italian Sausage with Peppers & Onions	430	80	2.5	10	6	20
Prego Heart Smart Traditional	430	90	3	13	10	10
Barilla Sweet Pepper with Olive Oil	460	60	1.5	10	4	15
Bertolli Vineyard Fire Roasted Tomato	460	80	2.5	12	11	15
Classico Four Cheese	460	80	3	12	5	16
Prego Chunky Garden Mushroom with Baby Portobello	460	90	3	13	10	10
Prego Chunky Garden Combination	470	70	1.5	13	10	15
Prego Organic Muxhroom	470	70	2.5	13	9	10
Francesco Rinaldi Three cheese	470	80	2	15	14	25
Bertolli Tomato Basil	470	80	2.5	10	9	15
Prego Mushroom & Garlic	470	80	2.5	13	10	10
Prego Organic Tomato & Basil	470	80	2.5	13	9	10
Prego Heart Smart Ricotta Parmesan	470	90	3	13	10	10
Prego Heart Smart Roasted Red Pepper and Garlic	470	90	3	13	9	15
Prego Chunky Garden Mushroom & Green Pepper	470	90	3	13	10	10
Prego Chunky Garden Tomato, Onion & Garlic	470	90	3	13	10	10
Prego Heart Smart Onion and Garlic	470	100	3	12	9	10
Prego Garlic Parmesan	480	70	1	13	10	10
Ragu Old World Style with Mushrooms	480	70	2.5	10	6	10
Ragu Old World Style Traditional	480	70	2.5	10	6	10
Ragu Old World Style Flavored with Meat	480	70	3	9	6	10

10 Basic Foods of the Mediterranean Diet

Following the Mediterranean Diet is easy if you have the right foods in your kitchen. Mix and match the following foods to prepare many delicious dishes. Add fresh vegetables and crispy, whole-grain bread, and serve fruit for dessert.

Olive Oil

- ❖ A healthy monounsaturated fat filled with vitamin E and antioxidants.
- ❖ Choose Extra Virgin Olive Oil for drizzling, dipping, and salad dressings and regular olive oil for cooking.

Balsamic Vinegar

- ❖ Contains antioxidants and suppresses the appetite.
- ❖ Combine with olive oil for salad dressings and marinades.

Spices (Red Peppers, Thyme, Oregano, Rosemary, & Cinnamon)

- ❖ Contain antioxidants and flavonols.
- ❖ Sprinkle generously to add flavor to salad dressings, marinades, sauces, etc.

Pasta

- ❖ Choose whole-grain pasta filled with fiber, complex carbohydrates, and B vitamins.
- ❖ Enjoy drizzled with olive oil, tomato sauces, or pesto.

Brown Rice

- ❖ Another whole-grain, complex carbohydrate that provides fiber and B vitamins.
- ❖ Basic ingredient for casseroles, soups, and side dishes.

Tomatoes

- ❖ Contain lycopene, a potent antioxidant, and vitamin C.
- ❖ Cooking intensifies the antioxidants, but fresh is great too. Use in salads and sauces.

Garlic

- ❖ A potent source of vitamin C, potassium, and antioxidants.
- ❖ Add to sauces, salad dressings, and marinades or drizzle with olive oil and roast.



Cheese/Yogurt

- ❖ A protein powerhouse. Yogurt contains pre- and probiotics and is a beneficial bacteria for digestive health. Protects and strengthens bones.
- ❖ Sprinkle small amounts of strong-flavored cheese on salads, pasta, and casseroles. Use yogurt for dips.

Legumes (Beans & Nuts)

- ❖ A great source of protein, fiber, and healthy fats.
- ❖ Substitute beans for red meats. Eat nuts in moderation because they are high in calories.

Fish

- ❖ Fatty fish, such as salmon, is a great source of heart-healthy Omega-3 fatty acids.
- ❖ Plan for 2- to 3-ounce servings several times a week.



SUN-RYPE FRUITSOURCE BARS

Rating **
Claims 100% fruit & veggie
Allergens None
\$ \$1.49/1.3 oz bar
Distribution SM, CS, SD
 (Safeway & Costco)
<http://sunrype.com/>

FREE OFFER

Sample of Sun-Rype FruitSource Bars. Only available in Safeway and Costco

Contact: LWeisgarber@SunRype.com

Subject: SUPERMARKET SAVVY Offer

Expires: July 31, 2009

Sun-Rype FruitSource Bars

FREE OFFER

Sun-Rype is new to the American market, but has been carried in Canadian supermarkets for 60 years. They produce a line of dried fruit products including bars, squiggles, bites and strips. Their FruitSource Bars come in 3 flavors—Blueberry Pomegranate, Strawberry, and Raspberry-plus Veggie. The fruit bars claim 2 servings of fruit and the “fruit plus veggie” bar boasts 2-1/2 servings of fruits and vegetables.

The bars are not low in calories (130) or sugar (27 to 29 g) although all the sugar is natural fruit sugar. Each bar does contain 2 to 3 g of fiber depending on the flavor. Of course the bars are fat and cholesterol free and contain no preservatives or colors. The two fruit bars do not contain a significant amount of vitamins or minerals but the Raspberry Plus Veggie bar contains 80% DV vitamin A. The addition of carrot, which is the only veggie listed, must supply the vitamin A. Although the first ingredients listed are apple and pear puree, the designated fruit flavor (raspberry, strawberry, blueberry, and pomegranate) could be tasted.

Pros: Made with 100% fruit and vegetables. Good source of fiber (2 to 3 g). No added sugar.

Cons: Low vitamin content except for the vitamin A in the Raspberry Plus Veggie Bar (80% DV).

🌸 The Raspberry Plus Veggie bar has a pleasant, tart raspberry flavor that is just slightly sweet with a somewhat chewy texture.

Sun-Rype FruitSource Bars - Raspberry Plus Veggie

Nutrition Facts

Serving Size: 1 bar (1.3 oz)	
Servings Per Container: 1	
Calories 130	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 55mg	2%
Potassium 170mg	5%
Total Carb. 32g	11%
Dietary Fiber 3g	10%
Sugars 27g	
Protein less than 1g	
Vitamin A 80%	Vitamin C 2%
Calcium 2%	Iron 2%



OVER THE MOON MILK

Rating ***
Claims Low fat or fat free, calcium
Allergens Milk
\$ \$3.79/64-fl-oz carton
Distribution SM, ND
www.overthemoonmilk.com

Over the Moon Milk

Are you tired of sacrificing the rich, creamy taste of whole milk in exchange for the health benefits of drinking fat-free milk? Dean Foods Company’s Over the Moon fat-free and low-fat milk are fortified with 16% more calcium (350 mg vs. 300 mg) and 25% more protein (10 g vs. 8 g) than regular milk—which gives it the richer, creamier taste. This results in about 10% more calories (100 vs. 90) for the fat-free milk. Over the Moon milk comes in 1% low-fat, fat-free, and fat-free chocolate half-gallon cartons.

Pros: Thicker and creamier low-fat and fat-free milk. Great source of calcium and protein.

Cons: None

🌸 Your kids will love the fat-free chocolate milk.

Over the Moon Milk - Fat Free Chocolate

Nutrition Facts

Serving Size: 1 cup (8 fl oz)	
Servings Per Container: 8	
Calories 150	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 250mg	10%
Potassium 530mg	15%
Total Carb. 27g	9%
Dietary Fiber 1g	2%
Sugars 25g	
Protein 11g	
Vitamin A 10%	Vitamin C 0%
Calcium 40%	Iron 4%

FYI Budget-Friendly Tips for Cutting Food Costs

Rising food costs are leading women to eat at home, stock up, and cut back, according to a study conducted by Better Homes and Gardens of more than 2,100 women. “The Food Factor: How America Cooks, Eats, and Shops” shows that the vast majority (95%) are concerned about the cost of food today. As a result of increased food prices, 71% of women are stocking up on bargains; 66% are eating out less often; and 63% are comparing food prices. To economize, most women (54%) freeze foods and cook in batches (21%). They also are cutting back on baked goods and desserts (52%), convenience foods (48%), wine/alcohol (37%), and gourmet oils (36%). On the average, women spend \$105/week on groceries--\$34 more than they did two years ago. To request the full report, email Julie.Baker@meredith.com.

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Rating ★★★

Claims Whole grains, fiber, calcium
+ 8 vitamins & minerals

Allergens Wheat, milk

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Cream of Wheat Healthy Grain Instant Hot Cereal

Introduced in 1893, Cream of Wheat is among the leading brands, and one of the most-trusted and widely recognized brands of hot cereals sold in the United States. Now Cream of Wheat has launched a Healthy Grain Instant Hot Cereal in two varieties—Original and Maple Brown Sugar. These cereals are made from 100% whole grain (42 g per ¾-cup serving) and are an excellent source of fiber (6 g), calcium (20% DV), vitamin D (25% DV), iron (45% DV), and folic acid (30% DV). It also is a good source of protein (7 g) and low fat (1 g). Regular Cream of Wheat contains only 1 g fiber and 0 g total fat.

Pros: Great source of whole grains (40 g), fiber (6 g), and nine vitamins and minerals.

Cons: None

Great hot cereal for cold mornings.

Cream of Wheat - Original Healthy Grain Instant Hot Cereal

Nutrition Facts

Serving Size: 1 packet (45g)

Servings Per Container:

Calories 150	Calories from Fat 10
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	% Daily Value
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Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Potassium 50mg	
Total Carb. 30g	10%
Dietary Fiber 6g	24%
Sugars 0g	
Protein 7g	

Vitamin A 30%	Vitamin C 0%
Calcium 20%	Iron 45%
Vitamin D 25%	Thiamin 30%
Riboflavin 25%	Niacin 30%
Vitamin B6 25%	Folic Acid 30%

FYI Guiding Stars Now in Schools & Colleges

The supermarket shelf-tag nutrition rating system now available in 1,400 grocery stores along the East Coast has launched the first-ever school nutritional rating system in Maine School Administrative District 75 and the dining facilities at Bates College in Maine. Guiding Stars will rate prepared meals, snacks, salad bar, and grab-and-go items according to their nutritional value. Each item rated will receive zero to three stars for an at-a-glance analysis of the food's nutritional content. The Guiding Star program is presently in 1,177 Food Lion Stores in the Southeast and Mid-Atlantic, 167 Hannaford locations in the Northeast, and 108 Sweetbay stores in central and western Florida. Additional information can be found at www.guidingstars.com.

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