

New Food Reviews

VIVE PROBIOTIC DIGESTIVE CEREAL

Rating ***
Claims Kosher, high fiber, calcium, vitamin D, probiotic cultures
\$ \$4.50 to \$5/12 oz
Distribution SM, H/N, ND
Contact 858.274.8870
www.kashi.com

LIFEWAY PRO BUGS

Rating **
Claims Organic, probiotic, high in calcium and vitamin D
\$ \$4.99/4, 5-oz pouches
Distribution H/N, SM, SD
www.lifeway.net

Key to information boxes

Rating

- *** Recommended
- ** Recommended (see 'Cons')
- * Not Recommended

Claims Health & nutrition claims on the product's label

\$ Suggested or average retail price

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
- TM = Test Market
- SD = Spotty distribution
- MO = Mail Order
- IO = Internet Order
- FS = Food Service

Contact Company phone number

Internet Address

NA = Information not available at the time of publication

FREE OFFER = Written offer for free product sample on insert.

 = Editorial comments

Vive Probiotic Digestive Cereal

Move over yogurt and make way for a cereal with pro-bacteria action. Kashi is concerned about the digestive ailments that affect 70 million Americans. That's why Kashi created Vive with lots of fiber (12 g/46% DV), good bacteria (Lactobacillus), a hint of ginger to "calm and soothe indigestion," and broccoli extract that is equal to eating about ½ cup of steamed broccoli to "stimulate the liver's cleansing activity." In addition, you get 20% DV of calcium and vitamin D to protect your colon against cancer. All this in a 1-¼ cup serving (55 g).

Pros Great source of fiber, probiotic bacteria, calcium, and vitamin D. Low in total fat (2.5 g), sodium (100 mg), and sugar (10 g).

Cons The ginger, broccoli extract, and Lactobacillus are last on the Ingredient Statement.

Allergens Contains wheat, milk, and soy

Our mission statement:


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



Kashi Vive Cereal

Nutrition Facts

Serving Size: 1-1/4 cup (55g)	
Servings Per Container: About 6	
Calories 170	Calories from Fat 25
% Daily Value	
Total Fat 2.5g	4%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%
Potassium 45 mg	1%
Total Carb. 43g	14%
Dietary Fiber 12g	46%
Soluble Fiber 1g	
Insoluble Fiber 11g	
Sugars 10g	
Protein 4g	
Vitamin A 0%	Vitamin C 0%
Calcium 20%	Iron 8%
Vitamin D 20%	

 Vive cereal is a lightly sweetened mix of graham twigs, whole-grain flakes, and vanilla-coated rice crisps. Since probiotic bacteria are live organisms usually found in refrigerated yogurt, you should consume this cereal as close to the date of purchase as possible. You might want to store the opened box in the refrigerator.


Lifeway Pro Bugs

Would your kids eat bugs? If they are Sublime Slime Lime or Orange Creamy Crawler, kids will want them. They're ProBugs, a new product from Lifeway Foods, that are made with organic, whole-milk kefir for growing kids ages 2 to 9. ProBugs contain 10 live and active kefir cultures (most yogurts have two or three) that give a healthy boost to the digestive and immune system.

Pros ProBugs are high in protein (9 g) and calcium (30% DV), have added inulin for calcium absorption, and offer 1.5 g fiber.

Cons This is a whole milk with 5 g fat in a 1-cup serving.

Allergens Contains milk

 The packaging is definitely kid friendly, but the taste may be a problem.

continued on page 2



Lifeway Pro Bugs

Nutrition Facts

Serving Size: 5 fl. oz.	
Servings Per Container: 1	
Calories 130	Calories from Fat 50
% Daily Value	
Total Fat 5g	8%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 19mg	6%
Sodium 78mg	3%
Total Carb. 15g	5%
Dietary Fiber 1.5g	8%
Sugars 13g	
Protein 9g	
Vitamin A 10%	Vitamin C 4%
Calcium 30%	Iron 0%

INSIDE

- Page 1-4 **New Food Reviews**
- Page 5 **Lower Sodium Soups**
- Page 5 **Comparison Chart**
- Page 6 **Holiday Foods**
- Page 7 **Editor's Note**
- Insert **Shopping for Heart Health Tip Sheet**

KASHI FROZEN ENTREES

Rating ***
Claims High fiber, protein, vitamin C & iron; low fat
\$ \$3.99/10 oz
Distribution H/N, ND
Contact 858.274.8870
www.kashi.com

NATURE'S OWN WHOLE GRAIN BREAD

Rating ***
Claims Excellent source of whole grain, good source of fiber, organic
\$ \$2.99 to \$3.29/24-oz loaf
Distribution SM, RD
www.naturesownbread.com

ENJOY LIFE'S NOT NUTS

Rating **
Claims Gluten and allergen free
\$ \$3.49/ 6 oz
Distribution H/N, ND, IO (www.glutenfreemall.com)
Contact 1.888.50.ENJOY
www.enjoylifefoods.com

PLUMORGANICS FROZEN BABY FOOD

Rating **
Claims Organic
\$ \$2.89 to \$3.49/ 2 4-oz servings
Distribution SM, H/N, SD
Contact 646.202.2956
www.plumorganics.com



continued from page 1

Kashi Frozen Entrees

Kashi is stirring up the frozen food aisle with six new entrees that feature whole grains and lean proteins accompanied by a medley of vegetables. Three of the entrees are fairly low in sodium—Sweet & Sour Chicken (380 mg), Black Bean Mango (430 mg), and Chicken Pasta Pomodoro (470 mg). Each includes either Kashi's 7 Whole Grain & Sesame Pilaf or multi-grain pasta, which boosts the fiber content to 6 or 7 g. In addition, they are low in fat (3.5 to 9 g) and high in protein (8 to 19 g).

Pros High in fiber, protein, vitamins A&C, and iron; low in fat and sodium.

Cons None.

Allergens May contain wheat, milk, soy, eggs, and shrimp

Clever of Kashi to take their whole-grain pilaf cereal and find a role for it as a dinner entrée. Look for 3 new varieties available in January 2007—Pesto Pasta Primavera, Chicken Florentine, and Lemon-grass Chicken.

Nature's Own Whole Grain Bread

You don't have to guess the amount of whole grains in these breads. Unlike many other breads, each Nature's Own loaf lists the number of whole-grain grams per slice prominently on the package. There are 24 g whole grains per slice in three of their new varieties. Two slices provide the USDA's mini-



Kashi Frozen Entree Black Bean Mango

Nutrition Facts

Serving Size: 10 oz.	
Servings Per Container: 1	
Calories 340	Calories from Fat 70
% Daily Value	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 430mg	18%
Potassium 430mg	12%
Total Carb. 58g	19%
Dietary Fiber 7g	28%
Sugars 11g	
Protein 8g	
Vitamin A 150% • Vitamin C 100%	Calcium 4% • Iron 10%

FREE OFFER Nature's Own 100% Whole Wheat Bread

Nutrition Facts

Serving Size: 1 slice (43g)	
Servings Per Container: about 16	
Calories 100	Calories from Fat 10
% Daily Value	
Total Fat 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carb. 21g	7%
Dietary Fiber 3g	12%
Sugars 3g	
Protein 5g	
Vitamin A 0% • Vitamin C 0%	Calcium 4% • Iron 8%

mum whole-grain requirement of 48 g per day. The whole wheat used in two of the new varieties is certified organic, and two new varieties contain 20 and 21 g whole grains per slice.

Pros Excellent sources of whole grains. No artificial preservatives, colors, flavors, or ingredients.

Cons The fiber is just 3 g per slice. These breads are only available in the Southeast, Southwest, and Mid-Atlantic States.

Allergens Contains wheat and soy

The breads are nutritious and tasty.

Enjoy Life Not Nuts

For the millions of Americans who suffer from some type of food allergy, Enjoy Life's new allergen-free Not Nuts! Trail Mix is the perfect take-along snack.



This unique trail mix is a blend of sunflower seeds, roasted pumpkin seeds, sweet raisins, dried bits of apples, chocolate chips, and tangy dried cranberries. In addition, it is all natural, vegan kosher parve, and certified gluten free.

Pros Gluten and allergen free.

Cons Not low in fat. Contains 8 g (57% fat calories).

Allergens None

Enjoy Life is an innovative company offering safe, nutritious alternative foods that are made in a dedicated facility. The foods are gluten free and free of the eight most common allergens.

PlumOrganics Frozen Baby Food

Babies' parents are treating them to new, ultra-premium fresh and frozen organic baby foods like PlumOrganics because they are concerned about food safety, nutrition, and establishing good eating habits early on. This new line of gourmet, organic, frozen baby foods include three smooth



varieties—Super Greens, Pears & Apples, and Sweet Potatoes. The five 'More Texture' flavors are Vegetable Stew with Beef, Chicken Whole Wheat Pasta, Super Greens Multigrain, Banana Peach Rice Pudding, and Red Lentil Veggie.

Pros Organic and fresh frozen.

Cons Expensive. PlumOrganics retail from \$2.89 to \$3.49 for two 4-oz servings. A typical 4-oz baby food jar sells for \$0.59.

Allergens Can contain wheat and milk

Light & Fit Crave Control Yogurt

Studies have shown that consuming foods rich in protein and fiber help reduce hunger sensations. Light & Fit Crave Control Yogurt claims to contain more protein and fiber than regular low-fat yogurt. Each serving contains 3 g fiber and 7 g protein compared to 0 g fiber and 5 g protein in regular yogurt. Part of the fiber comes from the added cereal—wheat flakes and rolled oats.

Pros High in fiber, protein, calcium, and vitamin D.

Cons They claim no added sugar, but use the sugar substitute, sucralose.

Allergens Contains milk and wheat

🌸 The bits of cereal are a little disconcerting. They add texture, but no taste.

Plum Organics Vegetable Stew with Beef

Nutrition Facts

Serving Size: 113g (4 oz.)	
Servings Per Container: 1	
Calories 70	Calories from Fat 25
Total Fat 3g	
Saturated Fat 1g	
Trans Fat 0g	
Cholesterol 10mg	
Sodium 40mg	
Total Carb. 6g	
Dietary Fiber 2g	
Sugars 4g	
Protein 4g	
Vitamin A 180%*	Vitamin C 10%
Calcium 2%	Iron 8%

FYI



Kellogg Takes Special K into the Pharmacy

Kellogg is building on a brand that is already synonymous with healthier eating among consumers and formulating it into protein-fortified waters and bars.

Special K Protein Waters deliver 5 g protein per 16-oz bottle with 50 calories. Flavors include Strawberry Kiwi, Lemon Twist, and Tropical Blend.

Special K Protein Meal Bars come in Chocolate Peanut Butter, Double Chocolate, and Strawberry. Each bar has 10 g protein and 190 calories, and is a good source of 13 vitamins and minerals and an excellent source of calcium.

Special K Protein Snack Bars contain 110 calories, 4 g protein, and are a good source of 9 vitamins and minerals. They are available in Chocolate Peanut and Chocolate Delight.

LIGHT & FIT CRAVE CONTROL YOGURT

Rating	**
Claims	Fat free, no added sugar, 60% less calories and sugar
\$	\$2.49/4 4-oz servings
📍 Distribution	SM, ND
🌐	www.LNFCravecontrol.com

KELLOGG SPECIAL K PROTEIN FOODS

Claims	Protein, vitamins & minerals
\$	Waters: \$5.99/4 16 oz Snack Bars: \$.89/bar Meal Bars: \$1.29/bar
📍 Distribution	DC, ND
🌐	www.kelloggcompany.com



Light & Fit Crave Control Strawberry

Nutrition Facts

Serving Size: 4 oz. (113g)	
Servings Per Container: 1	
Calories 70	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol <5mg	1%
Sodium 75mg	3%
Potassium 230mg	7%
Total Carb. 11g	4%
Dietary Fiber 3g	12%
Sugars 7g	
Protein 7g	
Vitamin A 8%	Vitamin C 0%
Calcium 20%	Iron 0%
Riboflavin 15%	Vitamin B12 10%
Vitamin D 15%	Phosphorus 15%

Eggology On-The-Go Egg Whites

Don't be one of the 55 million adults who deprive themselves of breakfast each day. Start your day with a boost of protein that takes just 95 seconds to prepare—Eggology On-the-Go Egg Whites. Each cup equals four fresh, cage-free, pasteurized egg whites—nature's purest form of protein. In addition, they are free of cholesterol, carbs, fat, trans fat, GMOs, preservatives, and colorings. They are not frozen or powdered and have a shelf life of three months refrigerated or indefinitely if frozen.

Pros Great source of quality protein.

Cons The only nutrient besides protein in these egg whites is sodium (200 mg).

Allergens Contains eggs

🌸 Great for a quick meal at work or for feeding the family.

Eggology On-the-Go Egg Whites

Nutrition Facts

Serving Size: ½ cup (4 egg whites)	
Servings Per Container: 1	
Calories 60	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	8%
Total Carb. 1g	0%
Dietary Fiber 0g	0%
Sugars ?g	
Protein 13g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

EGGOLGY ON-THE-GO EGG WHITES

Rating	***
Claims	Organic, kosher, fat free, protein
\$	\$2.99/2 pack \$4.79/4 pack
📍 Distribution	H/N, SD
📞 Contact	1.888.NO.YOLKS
🌐	www.eggology.com

SUNSWET PLUMSMART JUICE

Rating ***

Claims Digestive health, 100% juice

\$ \$3.99/48 oz

Distribution SM, ND, IO

Contact 1.800.417.2253

www.plumsmart.net

MOTT'S PLUS LIGHT JUICE DRINKS

Rating **

Claims Vitamin C and calcium

\$ \$2.79/64 oz

Distribution SM, ND

www.motts.com

E4B FRUIT POUCHES

Rating ***

Claims 100% fruit

\$ \$3.49 to \$3.99/11-oz pouch

Distribution H/N, SD (NE), IO

www.E4B.com


Sunsweet PlumSmart Juice

Grandma drank prune juice for digestive health. Now you can drink plum juice to get the same benefits. PlumSmart is a 100% natural juice with no artificial sweeteners that delivers all the digestive benefits of prune juice. Sorbitol, (see *FYI*) magnesium, and potassium are the naturally occurring ingredients in plum juice that have a laxative effect on the intestinal tract. Chicory root is a natural source of dietary fiber (inulin) that's been added to boost the body's beneficial cultures in the gut that keep the intestinal flora in balance.

Pros Good source of fiber (3 g) and vitamin C (120% DV).

Cons Sugar is high (27 g).

Allergens None

 Plum juice has a better image than prune juice. The taste is crisp and refreshing.

FYI

Sorbitol?

Isn't sorbitol an added sugar? Actually, sorbitol is a naturally-occurring sugar that is present in plums in higher amounts than other fruits. Sorbitol has several benefits—it is very slowly absorbed by the gastrointestinal tract, enhances the intestinal function of fiber by retaining moisture, and has been shown to be less likely to cause tooth decay than other sugars. It is used as a sugar substitute, but in PlumSmart, it is naturally occurring.



PlumSmart Juice

Nutrition Facts

Serving Size: 8 fl. oz.
Servings Per Container: About 6


Calories 160	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Potassium 290mg	8%
Total Carb. 39g	13%
Dietary Fiber 3g	12%
Sugars 27g	
Protein 0g	
Vitamin A 0%	Vitamin C 120%
Calcium 2%	Iron 2%

half the calories and sugar of regular 100% apple juice and is fortified with a full day's supply of vitamin C to support a healthy immune system. In addition, you get 10% DV of calcium for strong bones. These juice blends are 50% juice.

Pros Great source of vitamin C (100% DV) and a good source of calcium (10% DV). Half the calories and sugar of regular apple juice.

Cons Contains sucralose. Only 50% juice.

Allergens None

 The blends are tasty and make a great pick-me-up for the afternoon.

E4B Fruit Pouches


Do you want to enjoy real fruit on the go without any mess? E4B (Easy for Busy people) is a squeezable fruit puree made from 100% ripe fruit. The unique packaging was designed by NASA so that the fruit will stay fresh without the addition of preservatives. E4B is available in five flavors:

Mango (2 mangos + 1 apple + 1/3 banana); Blueberry/Raspberry (110 blueberries + 6 raspberries + 1/2 banana + 1-1/2 apple); Pear/Caramel (1/2 pear + 1 apple + 1/4 banana); Strawberry/Banana (6 strawberries + 1/2 banana + 1 apple); and Kiwi (1 kiwi + 1 passion fruit + 1 apple).

Pros Minimally processed to retain nutrients. Contains no additives or sugars.

Cons If you don't live in the Northeast, you will have trouble finding them. They are available online at www.E4B.com. You can buy them by the case.

Allergens None

 The pouches do not need to be refrigerated, but taste better cool.

Mott's Plus Light

Nutrition Facts

Serving Size: 8 fl. oz.
Servings Per Container: About 8

Calories 60	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 35mg	2%
Potassium 120mg	3%
Total Carb. 15g	5%
Dietary Fiber 0g	0%
Sugars 14g	
Protein 0g	
Vitamin A 0%	Vitamin C 100%
Calcium 10%	Iron 2%

E4B Fruit Puree - Mango

Nutrition Facts

Serving Size: 4 oz. (113g)
Servings Per Container: About 3

Calories 70	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	1%
Total Carb. 18g	6%
Dietary Fiber 1g	4%
Sugars 16g	
Protein 0g	
Vitamin A 8%	Vitamin C 20%
Calcium 2%	Iron 2%



Mott's Plus Light Juice Drinks

The USDA Dietary Guidelines for Americans recommends up to 6-1/2 cups or 13 servings a day of fruit and vegetables. An 8-oz glass of the new Mott's Plus Light juices, Apple Cranberry and Apple Blueberry, can provide one of those servings. Mott's Plus Light has

Lower Sodium Soups

The top reason that consumers give for not eating soup is that the sodium is too high. The American Medical Association agrees and is putting pressure on the food industry to

reduce the amount of sodium in processed foods. They are also encouraging the FDA to develop warning labels for high sodium foods. For a soup to claim “healthy,” FDA states that it

must not exceed 480 mg sodium per serving. Several soup manufacturers are lowering the amount of sodium in their products.

Progresso Lowers Sodium 50% in Soups FREE OFFER



Just in time for soup season, Progresso presents a collection of soups that contain 50% less sodium per serving than original Progresso soups (470 mg vs. 980 mg). All four

flavors of Progresso reduced-sodium soup are certified by the American Heart Association. Flavors include Chicken Noodle, Chicken Gumbo, Garden Vegetable, and Minestrone.

Pros 50% reduced in sodium, low fat.

Cons None.

Allergens May contain wheat, soy, milk, or eggs

We applaud Progresso's effort to lower the sodium in their soups.

Campbell Lowers Sodium 25 to 45% in Soups FREE OFFER



After a legal tussle in the 1980s, Campbell Soup Co. stopped using “Soup is good food” mainly because of the high sodium content. However, behind the scenes Campbell's has been working on the sodium problem. To reduce the sodium in their soups, Campbell found a form of sea salt that has 40% less sodium. This has enabled Campbell to reduce sodium levels in selected soups 25 to 45% without sacrificing flavor. Look for new reduced sodium labels on 3 regular soup varieties (530 to 650 mg sodium), 12 kid-focused soups (700 mg sodium), and 8 Healthy Request soups (480 mg sodium).

Pros Reduced sodium soups

Cons The kid-focused soups are still fairly high in sodium (700 gm)

Allergens May contain wheat, soy, milk, or eggs.

They did not sacrifice taste with the reduction in sodium

PROGRESSO LOWER SODIUM 50% IN SOUPS

Rating	***
Claims	50% less sodium, heart healthy
\$	\$2.49/18.5 oz
Distribution	SM, ND
Contact	1.800.200.9377
	www.progressosoup.com

CAMPBELL LOWERS SODIUM 25 TO 45% IN SOUPS

Rating	**
Claims	Reduced sodium
\$	varies
Distribution	SM, ND
	www.campbellwellness.com

Comparison of Lower Sodium Vegetable Soups

Arranged in order by amount of sodium from least to most.

Soup Brand Serving Size 1 cup	Sodium (mg)	Calories	Fat (g)	Saturated Fat (g)	Carbohydrate (g)	Fiber (g)	Sugar (g)	Protein (g)
Health Valley Vegetable No Salt Added Organic	70	90	2	0	15	4	4	3
Amy's Organic Lentil Vegetable – Light in Sodium	340	150	4	0.5	23	6	5	7
Health Valley Fat Free Garden Vegetable Organic	390	80	0	0	17	4	8	6
Progresso 50% Less Sodium Garden Vegetable	450	100	0	0	22	3	4	3
Campbell's Chunky Healthy Request Vegetable	480	120	0.5	0	24	4	8	4
Healthy Choice Country Vegetable	480	110	1	0	20	4	4	5
Pacific Organic Vegetable Broth	530	15	0	0	3	1	1	0
Baxters Country Garden Vegetable	540	70	1	0.5	13	2	2	2
SoupMan AI's Garden Vegetable	560	100	3.5	1	19	3	4	3
Amy's Organic Fat Free Chunky Vegetable	680	60	0	0	13	3	3	3

New Foods for the Holidays

VITALICIOUS 100 CALORIE BAKERY MIXES

Rating **
Claims Heart healthy, high fiber and protein, fat free or low fat, 15 vitamins & minerals
\$ \$4.99 to \$6.99/13 oz
Distribution SM, H/N, ND, IO
Contact 1.877.848.2877
www.vitalicious.com

Vitalicious 100 Calorie Bakery Mixes

For a holiday treat, try Vitalicious' new, 100-calorie, baking mixes—VitaBrownie and VitaMuffins and VitaMuffins (Deep Chocolate, BlueBran, and Banana Nut). The VitaBrownie and Deep Chocolate VitaMuffins contain whole wheat, 6 to 7 g of fiber, and 4 g of protein. In addition, they are packed with 15 vitamins and minerals, 10 of which are fortified to provide 50% DV.

Pros These mixes are more nutritious than most. They are made with whole wheat, contain 6 to 7 g fiber, and are fortified with vitamins and minerals.

Cons Contain 5 g of the sugar alcohol, sucralose.

Allergens Contains wheat, milk, soy, walnuts

Mixes make 12, 2 oz muffins or brownies. The taste is great, but the size is small. Try not to eat more than one.



VitaMuffin Deep Chocolate

Nutrition Facts

Serving Size: 2 oz. (baked)	
Servings Per Container: About 12	
Calories 100	Calories from Fat 15
% Daily Value	
Total Fat 1.5g	2%
Saturated Fat 0.5g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 180mg	9%
Total Carb. 19g	7%
Dietary Fiber 6g	20%
Sugars 10g	
Protein 4g	
Vitamin A 50% • Vitamin C 50%	
Calcium 20% • Iron 50%	
Vitamin D 50% • Vitamin E 50%	
Folic Acid 50% • Vitamin B12 50%	
Vitamin B6 50% • Biotin 50%	
Zinc 50%	

Cons The gingerbread recipe on the box calls for 1 egg, ¼ cup butter, and 1-½ cup milk. Substitute 2 egg whites for the one egg and skim milk for whole to save 1 g fat and 10 calories per serving.

Allergens Contains wheat in mix. Eggs & milk in recipe.

There is a fun and tasty gingerbread bear recipe on the box for families to enjoy creating, decorating, and baking together.

Edward & Sons Bread Crumbs & Croutons



Edwards & Sons Italian Garlic Croutons

Use these organic croutons and bread crumbs to bring out the flavor in your traditional holiday dishes. The croutons are available in Lightly Salted (25 mg sodium), Italian Herbs (75 mg sodium), and Onion Garlic (60 mg sodium) flavors. All are low in fat (0.5 g) and saturated fat and are trans fat, and cholesterol free. The bread crumbs come in Lightly Salted (110 mg sodium), Italian Herb (330 mg sodium), and Panko (110 mg sodium).

Pros Organic. All are low fat, and there is a reduced sodium variety.

Cons It would be beneficial if they were made with whole-grain flour.

Allergens Contains wheat

Great choice for turkey stuffing.

Soy Whipped Topping

This is a tasty alternative to the traditional dollop of whipped cream on holiday pies. Soyatoo Soy Whip is organic, vegan, and lactose and gluten free. It contains 40% less fat than clas-

Nutrition Facts

Serving Size: 2 T (7g)	
Servings Per Container: About 21	
Calories 30	Calories from Fat 6
% Daily Value	
Total Fat 0.5g	1%
Saturated Fat 0g	2%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	2%
Total Carb. 5g	2%
Dietary Fiber 0g	1%
Sugars 0g	
Protein 0.5g	
Vitamin A 0% • Vitamin C 0%	
Calcium 0% • Iron 0%	



HODGSON MILL WHOLE GRAIN GINGERBREAD MIX

Rating **
Claims Whole grains
\$ \$2.34/15 oz
Distribution SM, H/N, ND
Contact 1.800.347.0105
www.HodgsonMill.com

Hodgson Mill Whole Grain Gingerbread Mix

Gingerbread treats during the holidays are an American tradition. The new Hodgson Mill Gingerbread Mix is the first whole-grain, stone-ground, wheat flour, gingerbread mix on the market.

Pros Contains all the wheat germ, bran fiber, and nutrients retained with whole-grain foods.

Hodgson Mill Gingerbread Mix

Nutrition Facts

Serving Size: ¼ cup (30g) (mix only)	
Servings Per Container: About 14	
Calories 110	Calories from Fat 5
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 260mg	11%
Total Carb. 24g	8%
Dietary Fiber 2g	8%
Sugars 10g	
Protein 2g	
Vitamin A 0% • Vitamin C 0%	
Calcium 9% • Iron 15%	

EDWARD & SONS BREAD CRUMBS & CROUTONS

Rating **
Claims Organic, kosher, low fat, reduced sodium
\$ \$2.99/15 oz breadcrumbs \$2.99/5.25 oz croutons
Distribution SM, ND
Contact 805.684.8500
www.edwardandsons.com

SOY WHIPPED TOPPING

Rating **
Claims Organic, vegan, lactose and gluten free
\$ \$4.99/7 oz
Distribution H/N, ND
Contact 1.866.542.1559
www.soyatoo-usa.com

Soy Whipped Topping

Nutrition Facts

Serving Size: 2 T (6g)	
Servings Per Container: About 33	
Calories 10	Calories from Fat 5
% Daily Value	
Total Fat 0.5g	1%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carb. 1g	0%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 0g	
Vitamin A 0% • Vitamin C 0%	
Calcium 0% • Iron 0%	



continued on page 7

Editor's Note

Reflections on China

A recent People to People Ambassador trip to China with a group of dietitians made me appreciate our food system—variety, safety, innovation, and availability. The group had professional meetings with government, public health, food service, research, hospitals, food manufacturers, and educational institutions.

At the International Life Sciences Institute Focal Point in China I learned that due to rising affluence in China, 60 million Chinese are considered obese. This is balanced by the 24 million people in China who still live in abject poverty and suffer malnutrition. In addition, high blood pressure rose from 90 million in 1991 to 160 million people today. Diabetes affects 20 million people and is also rising.

What are they doing to fight these rising health problems? One unique response is the supplementation of soy sauce with iron to treat malnutrition.

We also visited the School of Public Health at Xi'an Jiaotong University, which conducts research on public health issues. One nutrition problem they are dealing

with is birth defects and the need of folic acid for pregnant women. Fortification of grains is just beginning.

A visit to Maky Food Corporation, one of the first and the largest manufacturer of processed bakery items, highlighted the lack of food label and health claim regulations in China. We also visited an herb market and a manufacturer of supplements.

Traditional Chinese Medicine competes with Western medicine for treatment of disease. We visited Yunnan People's Hospital, which incorporates both traditional Chinese and Western medicine in its treatment protocols. I witnessed acupuncture, cupping, massage, herbal wraps and steam therapies.

Supermarkets are just entering the Chinese market. The fresh food areas are large and full of unusual scenes. Food safety doesn't seem to be an issue. There are large uncovered bins of fish, fowl and other items I could not identify.

The Chinese love fruit. Slices of fresh melon and watermelon are sold on street corners. Fruits were used as temple offerings in the past but now represent life symbols. For instance, melons are symbolic of family unity and the orange is a prayer or wish for good fortune. Pomegranates symbolize fertility and apples indicate peace.

Allow me to end with an offering of a bowl of fresh fruit—an apple, a pear and an orange—symbolizing a prayer for peace, long life and good fortune.



Linda McDonald, MS, RD



continued from page 6

sic whipped cream (0.5 g vs. 1.5 g) and no trans fat.

Pros An organic and vegan whipped-topping alternative. Just 10 calories and 0.5 g fat in a 2-tablespoon serving.

Cons Although whipping cream is 100% fat calories, Soy Whip is still 50% fat calories. Keep the portion size small.

Allergens Contains soy

🌸 This is a perfect compliment to fruits, desserts, and beverages.



With this issue . . .

Free Offers

- ◆ Total for this issue \$13.78
- ◆ Total for 2006 \$79.03
- ◆ Total for 89 issues \$1098.92

With the next issue . . .

- New Food Reviews
- 2006 Trends
- 2007 Predictions
- Lactose-Free Foods

SUPERMARKET SAVVY®

Editor/Publisher

Linda McDonald, MS, RD

Director of Consumer Relations

Sharise Amante

Copy Editors

Tara Terry

Ginger Bertrand

Advisory Board

Amanda Archibald, RD

Arch Consulting

Allison Beadle, MS, RD, LD

Central Market, Dallas TX

Shirley Chambers, MED, RD,

LD, CDE

Memorial Hermann Katy Hospital

Lisa Dorfman, MS, RD, LMHC

President, Food Fitness International, Inc

Lynne Scott, MA, RD

Assistant Professor

Baylor College of Medicine

Sharon Smalling, MPH, RD, LD

Clinical Dietitian Specialist,

Memorial Hermann Hospital

SUPERMARKET SAVVY™

Is published monthly

ISSN 1094-2440

Subscriptions:

1 year – Electronic \$69

2 year – Electronic \$118

VISA, MC, AMXP, or Discover.

Index

Cambell Lower Sodium Soups	p. 5
E4B Fruit Pouches	p. 4
Edward & Sons Bread	
Crumbs & Croutons	p. 6
Eggology On-the-Go Egg Whites	p. 3
Enjoy Life Not Nuts	p. 2
Hodgson Mill Gingerbread Mix	p. 6
Kashi Frozen Entrees	p. 2
Kellogg Special K Protein Foods	p. 3
Lifeway Pro Bugs	p. 1
Light & Fit Crave Control Yogurt	p. 3
Lower Sodium Vegetable Soups	p. 5
Mott's Plus Light Juice Drink	p. 4
Nature's Own Whole Grain Bread	p. 2
PlumOrganics Frozen Baby Food	p. 2
Progresso Lower Sodium Soups	p. 5
Sorbitol	p. 4
Soy Whipped Topping	p. 6
Sunsweet PlumSmart Juice	p. 4
Vitalicious Bakery Mixes	p. 6
Vive Probiotic Cereal	p. 1

Shopping for Heart Health Presentation Kit on CD

31 Power Point Slides • 8 Copy-ready Tip Sheets • Speaker Notes

Regular price: **\$75⁰⁰** *Special price:* **\$69⁰⁰**

10% discount for full subscribers

\$7 for shipping & handling

ORDER NOW

Teach your cardiovascular rehabilitation clients and those who want to prevent heart disease how to shop heart healthy with this new presentation that includes a step-by-step approach to understanding the current American Heart Association (AHA) and National Cholesterol Education Program (NCEP) guidelines. After describing the recommendations, the presentation applies these guidelines to a virtual supermarket where food choices are made. Photos of actual food products and labels are shown and portion sizes and Nutrition Facts are explained. The 31 slide Power Point presentation includes food photos, charts, portion size examples, Nutrition Facts boxes and Ingredient Statements. In addition, you receive presentation notes and 8 copy-ready tip sheets –

AHA GUIDELINES COMPLIMENT NCEP

AHA: Consume a diet rich in vegetables and fruits.

Choose whole grain, high fiber foods.

NCEP: Consume 20-30 gm of dietary fiber daily, with 10-25 gm being from soluble fiber.

Consuming Omega 3's is Easy!



Various Salt-Free Seasonings



- ♥ Shopping for Heart Health
- ♥ Be Physically Active
- ♥ Fats & Oils
- ♥ Harmful Fats—Trans & Saturated
- ♥ Trans Fat Free Comparison Chart
- ♥ Omega-3 Fats
- ♥ Omega-3 Foods Comparison Chart
- ♥ New Nutrition Label Lingo

5 EASY WAYS TO ORDER

- 1 ON-LINE at www.supermarketsavvy.com
- 2 PHONE – 1-888-577-2889
- 3 FAX – 1-800-657-2889
- 4 EMAIL – order@supermarketsavvy.com
- 5 MAIL with a check to— **Supermarket Savvy**
11102 Lakeside Forest Lane, Houston, TX 77042

Credit Cards accepted: MC, VISA, AmXP, Diner's Club and Discover

*\$10 will be added for billing.
In Texas add 7.25% tax*

SUPERMARKET SAVVY™ (ISSN: 1094-2440) is published monthly by Linda McDonald Associates Inc., 11102 Lakeside Forest Lane, Houston, TX 77042. For subscription information and customer service call 1-888-577-2889 or email to info@supermarketsavvy.com. Copyright 2006 by Linda McDonald Associates, Inc. All rights reserved. Linda McDonald Associates, Inc. makes this newsletter available to subscribers for their use, and assumes no responsibility for that use. This newsletter is not intended to provide advice on personal health matters, which should be provided by a qualified health care provider. No money or other compensation is accepted from food manufacturers for food reviews in this publication. We strive to remain completely independent and objective in our review of food products.