

## Fat vs. Fiction—Survey Reveals Truth About Women's Perception Of Fat Intake

(NAPS)—Perceptions and reality don't always match up when it comes to judging the fat of the matter, according to the new "Take Heart" survey conducted by PHILADELPHIA FREE Fat Free Cream Cheese. Only 30 percent of women surveyed believe they are consuming more than the recommended amount of saturated fat.\* Yet USDA consumption data shows women over 20 could do a better job of following heart-healthy dietary advice. In fact, USDA research reveals 55 percent of women in this age group actually consume more than the recommended amount of calories from saturated fat.\*\*

Additionally, the "PHILADELPHIA FREE Fat Free Cream Cheese Take Heart Survey" found that more than 40 percent of the women surveyed said fat was their number one concern when thinking about their eating habits, followed by calories (21 percent), cholesterol (17 percent) and getting more calcium (10 percent). When it comes to barriers to health, nearly half of those surveyed revealed that getting enough exercise was the biggest obstacle to achieving a healthier lifestyle and almost 25 percent cited changing unhealthy eating habits as the toughest task to master.

Because maintaining a heart-healthy lifestyle is important, but not always easy to achieve, PHILADELPHIA FREE Fat Free Cream Cheese presents the "Living Well and Feeling FREE" brochure. The free guide features fun and simple tips to help maintain heart-healthy lifestyles for a lifetime and is available by writing to: Philadelphia FREE Fat Free Cream Cheese, Living Well and Feeling FREE, P.O. Box 81175, Chicago, IL, 60601-9998.

PHILADELPHIA FREE Fat Free Cream Cheese is available in three flavors: plain, strawberry, and garden vegetable. It is a product of Kraft Foods, Inc., the nation's largest consumer packaged foods company.



**PHILADELPHIA® FREE® 3-Step Berry Cheesecake**

**Prep:** 10 minutes plus refrigerating

**Bake:** 45 minutes

### INGREDIENTS:

**3 pkg. (8 oz. each)**

**PHILADELPHIA FREE Fat Free Cream Cheese, softened**

**¾ cup sugar**

**1 tsp. vanilla**

**3 eggs**

**⅓ cup graham cracker crumbs**

**1½ cups sliced strawberries, raspberries, and blueberries**

**MIX** cream cheese, sugar, and vanilla with electric mixer on medium speed until well blended. Add eggs; mix just until blended. Spray 9-inch pie plate with no stick cooking spray; sprinkle bottom with crumbs.

**POUR** cream cheese mixture into prepared pie plate.

**BAKE** at 325° for 45 minutes or until center is almost set. Cool. Refrigerate 3 hours or overnight. Top with fruit. Makes 10 servings.

**Nutrition Information per serving: 170 calories, 3g total fat, 1g saturated fat, 75mg cholesterol, 390mg sodium, 25g total carbohydrate, 1g dietary fiber, 22g sugars, 11g protein, 35 percent daily value vitamin A, 10 percent daily value vitamin C, 30 percent daily value calcium, 4 percent daily value iron.**

\* Source: Market Facts, Inc., an independent research firm. Survey of 1,000 women over the age of 18 conducted July, 2000

\*\* Source: USDA Continuing Survey of Food Intakes by Individuals, 1996