



Food Ideas



Make Everyday Foods Uncommonly Good

(NAPSA)—Next time you check out your grocer's dairy case, the "cream of the crop" may, in fact, be a purple carton that can make a big difference in many of the foods you prepare.

Fat Free Half & Half, introduced by Land O'Lakes in 1995, is a real dairy product that many cooks are now using as an alternative to milk in a wide range of recipes.

Creative cooks find that it adds a rich creamy taste, and gives a "homemade" texture to many "everyday" foods. It's a fat-free product that, many people say, doesn't taste like one. Its rich, creamy taste originally made it popular as a coffee creamer, but now it has become a standard cooking ingredient in many kitchens.

Some of the most popular foods in which people are using it include: macaroni and cheese, canned soups, scrambled eggs, cereal, pancakes, waffles, mashed potatoes, hot chocolate, pudding, shakes and smoothies. People who use it are getting rave reviews from their families, who wonder why these simple dishes suddenly taste so much better.

In addition to being an easy way to improve everyday foods, there are more delicious uses for Fat Free Half & Half. Many consumers use it as a healthier substitute for cream in more elaborate recipes, including such dishes as: fettuccine and other pastas, cream sauces, soups from scratch and frostings.

Since it can be used in place of both milk and cream, there are literally dozens of foods that can be made with this product. The only



Using Fat Free Half & Half as a substitute for milk improves the taste and texture of everyday foods like macaroni and cheese, soups and cereal—without adding fat.

recipes in which it doesn't work well are those containing vinegar and any that involve making candies from boiled syrup.

According to Steven Cooper-smith, president of Dairy Marketing Alliance, LLC, a Land O'Lakes joint venture that markets Fat Free Half & Half, "We originally introduced our Fat Free Half & Half as a great-tasting coffee creamer. Our customers made it something more. People started calling to tell us about the many ways they use it. We're really proud to provide a product that is so versatile and so well-liked."

Land O' Lakes Fat Free Half & Half is distributed in bright purple pint and quart cartons. Consumers can find it in grocery stores across America and in national discount chains that carry quality dairy products.