

Most Americans Prefer Dining At Home, But Lack Cooking Skills

(NAPSA)—Home is where the happiest meals are.

According to the recent “Real Food” survey* commissioned by Hellmann’s and Best Foods, 63 percent of Americans believe that eating at home is a better emotional experience than eating in a restaurant. Heightened comfort, intimacy and satisfaction are some of the reasons more than six in 10 surveyed prefer to have the dinner at the family table.

Defining “Real Food” as “food that tastes great—made from simple, wholesome ingredients,” Americans crave home cooking. Yet nearly half of adults (48 percent) admit to needing help with everyday cooking. Almost one-fifth of those surveyed would describe their culinary skills as “hit or miss” or just plain “horrible.”

To help people bring Real Food to their families, Hellmann’s and Best Foods is partnering with acclaimed chef, author and TV personality Bobby Flay to create the “Real Food Summer School.” The online show, which can be accessed by visiting yahoo.com and searching for “Real Food,” will take three self-proclaimed kitchen-challenged home cooks and give them a crash course with hands-on instruction.

The classes will capture the appeal of Real Food and provide viewers with “cook-along” instruction and tips from Flay to enhance core cooking fundamentals, all as the determined chefs go from



Recipes like the Green Onion Potato Salad are on the menu for the “Real Food Summer School” with Bobby Flay.

“barely able” to “table-ready.”

“There is nothing more delicious than good, honest food, cooked simply and with heart,” said Flay.

Green Onion Potato Salad

- 2 lbs new potatoes, scrubbed
- Kosher salt
- Black pepper
- 1¼ cups Hellmann’s or Best Foods Real Mayonnaise
- 2 tablespoons white wine vinegar
- 1 or 2 jalapeños, finely diced (depending on how spicy you like it)
- 6 green onions, green and pale green part, thinly sliced
- ¼ cup chopped fresh cilantro or flat leaf parsley

1. Place the potatoes in a large saucepan, add enough cold water to cover the potatoes by two inches and add one tablespoon of salt. Cook the potatoes over high heat until just cooked through (a small paring knife inserted into the center meets no resistance). Drain well, let cool for a few minutes (don’t let them get cold; the potatoes should be mixed with the dressing while still warm) and slice into ¼-inch-thick slices.

2. While the potatoes cool, whisk together the mayonnaise, vinegar, jalapeños, two teaspoons of salt and one half teaspoon of black pepper in a large bowl. Add the potatoes, thinly sliced green onion and cilantro (with leaves taken off) and gently fold to combine. Taste for seasoning and add more salt and/or pepper, if needed.

“Thrilling grilling” will be the theme of the cooking classes, showcasing recipes and techniques that make the most of the outdoor cooking season. Real Food Summer School webisodes are located on yahoo.com and can be viewed by searching for “Real Food.” Visitors to the site can also enter the Real Food Summer School Sweepstakes for a chance to win a great prize including a Weber grilling package and autographed “Grill It” cookbooks by Bobby Flay.

*Note to Editors: *About the Survey: KRC Research conducted the national online survey of 1,011 adults between March 19 and 25, 2008. In addition, the firm conducted 156 interviews in New York MSA (metropolitan statistical area), 154 interviews in the Los Angeles MSA and 155 interviews in each of the Philadelphia MSA, San Francisco MSA and Boston MSA. The estimated margin of error of results among the online panel for the national survey is plus / minus 3.1 percentage points at the 95% confidence level.*