



*Chef Mike – Executive Chef,
Southern Foods At Home*

A Message From Chef Mike

It's hot. It's humid. The Dog Days are here. Did you know the term "Dog Days" dates back to ancient times when people studied the sky and relied on the stars for navigation? This time of year Sirius, known as the dog star, rises and sets with the sun. This furthered

the ancient notion that the heat of the stars created the muggy, sultry weather. They called the 20-day alignment of the sun and Sirius, the Dog Days. Betcha didn't know that, did you? C'mon be honest!

In any case, go grab yourself a nice cool, refreshing drink and take a load off. We have a great newsletter for you featuring a WONDERFUL and easy recipe of the month – Big John's Flank Steak. If you're entertaining and want to WOW your guests, by all means this is the recipe for you! No leftovers, guaranteed!



As always, if you have thoughts, comments, or feedback for me on this newsletter, my recipes, our food, or anything else, please e-mail me at ChefMike@SouthernFoodsAtHome.com. Have a great July, and thank you so much for your business.

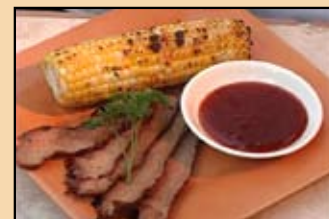
Southern Foods At Home Recipe Of The Month - Big John's Flank Steak

Serves 4

- 1 flank steak (2-3 lbs.)
- 1/2 tsp. cayenne
- 1 tbsp. ground mustard
- 1/4 tsp. cinnamon
- 1 tbsp. onion powder
- 1 cup Big John's Ol' West®
- 1 tbsp. garlic powder
- BBQ Sauce
- 1 tbsp. salt

1. Combine all of the spices and rub generously on both sides of the flank steak. For best results, let the flank steak sit out for one hour before grilling.
2. Grill over hot fire to create grill marks. Lower the flame on the grill to medium low and continue to cook, turning often until internal temperature reaches 130 degrees (for medium rare).

3. Brush the Big John's Ol' West® Sauce over both sides of the flank steak and continue to grill for 2 minutes per side.



Serve with cole slaw, corn on the cob, and a side of Ol' West BBQ Sauce.

You can watch a video demonstration of me preparing this delicious recipe at www.SouthernFoodsAtHome.com!

Enjoy! Chef Mike

How Cinnamon Can Spice Up Your Health

An apple a day may keep the doctor away, but half a teaspoon of cinnamon can have remarkable effects, too.

Government researchers report that cinnamon improves insulin activity, which in turn improves blood sugar concentrations. According to the United States Department of Agriculture, **consuming as little as a half teaspoon of cinnamon a day can lead to dramatic improvement in blood sugar** for people with Type 2 diabetes. According to researchers, those who have elevated glucose, triglycerides, LDL cholesterol, or total

cholesterol levels may benefit from the daily inclusion of cinnamon as well.



Consuming this amount of cinnamon is safe and users should not experience any ill effects, the researchers say. Shake a little in your coffee, or make tea with ground cinnamon or cinnamon sticks. The good news: The active ingredients are not destroyed by heat. Try it in your oatmeal, on vegetables, even in main dishes like spaghetti or meatloaf!

Natural Certified Angus Beef, What's The Difference?

At Southern Foods, we always strive to bring you the highest quality meats possible. What you may not know is that we feature **natural certified Angus beef**. So what's the difference between this and other beef products?

Angus refers only to a certain breed of cattle. You have probably heard of Angus beef, known for its flavor and texture, but the Angus cattle themselves are only the starting point for great beef. Less than one in five Angus cattle will pass the specification to be certified Angus beef. Overall, less than eight percent of beef on the market meet the standards of certified Angus beef – and we take this a step further!

Our natural certified Angus beef raises the bar even higher. Less than half of a percent of all beef produced and or sold in the United States falls into this prestigious category. To receive the title of natural certified Angus beef, there is an extensive list of strict requirements that must be met. This quality of beef never receives any hormones, antibiotics, dyes, or other unwanted substances. Cattle grow at their own pace without hormones to speed up the process. With lower-grade beef, cattle may receive growth hormones so they can grow faster, and the ranchers can sell their meat sooner. With natural certified Angus beef, ranchers keep meticulous nutrition and health records to ensure that this does not occur.

These cattle are fed an all-vegetarian diet with no

animal by-products and no animal fat. Proper handling procedures are required to safeguard each animal's health and well-being. **As a result, lower stress levels lead to better, more tender meat.**



Science-based specifications ensure that only the very finest beef qualifies as natural certified Angus beef. The most notable characteristics evaluated are marbling, maturity, consistent sizing, quality appearance, and tenderness - this ensures consistent flavor and juiciness in every bite. The cattle are also free of inconsistencies that degrade the look and quality of the meat.

What is most amazing about natural certified Angus beef is that, through the feeding and harvesting process, **the animals can actually be traced back to their place of birth.** The ranchers' daily lives revolve around caring for their animals, pastures, and equipment, and they know that providing the best possible start-to-finish care for their cattle ensures that you receive the most enjoyable beef possible.

All of these stringent qualifications are what makes this type of beef such high-quality meat. Thank you for your business, and check out next month's newsletter for information on our all-natural chicken.

Remarks From One Of Our Newest Customers

Liz Phillips was recently referred by her mom, a long-time customer. Liz and her family live in Texas, but with delivery now available via FedEx, the Phillips family is loving their food! Here's a note we just received from Liz:

Susan,

Hi, I just wanted to say "Thank You" for helping me with my order. My husband and I are very impressed with the food quality. You were right, you actually do get your money's worth, that is for sure... I received my order on May 24th and it was all good, no problems at all. We have really been enjoying the quality of meat and vegetables....so much better than the grocery store's variety. I am thoroughly impressed and can't wait for my next order. Again, thank you for all your help!

*Liz Phillips,
Sandia, Texas*

More Applause For Oatmeal

For some time, eating oatmeal has been linked to lower cholesterol levels. **It lowers bad cholesterol without lowering the good kind.** New studies show it can do more.

Researchers at Duke University say **eating oatmeal can reduce the risks of high blood pressure, type 2 diabetes, and weight gain.** It also supplies compounds that reduce hardening of the arteries. The doctors also say lifestyle changes, including diet, are the first therapy for people with moderate cholesterol risk.



Our Deepest Appreciation!

Do you know of a friend or neighbor who could benefit from our service? If so, please don't keep us a secret. As a token of our appreciation, for each referral that joins the Southern Foods At Home family, **you'll receive a \$100 credit and the free dessert of your choice** with your next reorder! I hope you'll consider referring us, not just for the \$100 reward, but because you believe we provide healthier, better food. To refer a friend, you can simply go to www.SouthernFoodsAtHome.com/referrals and fill out the easy referral form. We'll take special care of your friends and even give them a complimentary French Silk Pie as a surprise gift from you! Thank you for your loyalty and support!



Welcome To New Clients!

Here are some of our new clients who became members of my Southern Foods Family this past month. I'd like to welcome you and wish you all the best:

JD & Joann Dillon, Jr.; Randy & Marie Flippen; Lamar & Jana Hudson; Alisa Jernigan; Matthew & Stacy Lindley; Russell & Courtney Montgomery; Johnathan & Mistie Pulleyn; Jeff Tripp & Marla Lunsford; Michael & Amy Wilson, Jr.

Grill Masters Get Ready...

Did you know that July is National Grilling Month? It's true. With traffic heavy and gas prices so high, what better time to stay home and enjoy the grill? The deck, patio, and yard should be in great shape, the perfect backdrop for an enjoyable afternoon.

If your freezer needs a fresh supply of our premium beef, chicken, pork, or seafood, your food economist is ready to help you with your reorder.

Three Easy Ways To Place Your Order:

1. Call your food economist at **866-571-4921**
2. Go to our convenient website at www.SouthernFoodsAtHome.com/reorders
3. E-mail your personal food economist



Congratulations To The June Trivia Winner

Congratulations to **Jo Ann Howard of Danville, Virginia** for submitting the first correct answer to last month's trivia puzzler: Which sport had its first game played on June 19th, 1845, in Hoboken, New Jersey?

- a. Baseball
- b. Basketball
- c. Football
- d. Tennis
- e. Hockey



Jo Ann must be a major league fan because the correct answer was "a", baseball! Jo Ann will enjoy one of our scrumptious apple pies on us! Are you ready for the Southern Foods' Challenge?

July Trivia Challenge

On July 5th, 1946, engineer Louis Reard's most famous invention made its debut. What was it?

- a. The Hydrogen Bomb
- b. Color Television
- c. Gatorade
- d. "Walk/Don't Walk" Sign
- e. The Bikini



The first correct answer emailed to me at

ChefMike@SouthernFoodsAtHome.com wins one of our stupendous carrot layer cakes!

Putting Pedal To The Metal Will Cost You

Aggressive driving will cost you at the gas pump. **Speeding, rapid acceleration, and last-minute braking can lower your gas mileage by 33 percent** when you're driving at highway speeds. For each 5 M.P.H. that you drive over 60 M.P.H., you'll be paying about 20 cents more per gallon. For more information go to www.fueleconomy.gov.



Another Reason To Eat Right And Get Active!

Life expectancy has hit a new high of almost 78 years.



-The Centers for Disease Control

Why You Should Say Yes To Blueberries

July is the peak month for fresh blueberries. While nutrition science is finding reasons for adding berries of all kinds to your diet, a new study has found that **blueberries contain a compound that can potentially prevent colon cancer**. The study, a joint venture of Rutgers University and the Department of Agriculture, found the compound, pterostilbene, a potent antioxidant that is abundant in blueberries, could prevent cancer in animals. Further, it has the potential of being developed into a preventative pill.

Antioxidants found in many fruits, vegetables and whole grains are showing potential for fighting colon cancer, the second leading cause of cancer death in the United States. Experts say that the blueberry won't cure

cancer, but represents an attractive new strategy for preventing the disease.

In the study 18 rats were given a compound to induce colon cancer. Nine rats were fed a balanced diet; the other nine were also given a pterostilbene supplement. At the end of the eight-week study, the rats that were fed pterostilbene showed 57 percent fewer precancerous lesions than those fed merely a balanced diet. Researchers say the compound also reduced other risk factors for colon cancer such as inflammation and colonic cell proliferation. Other studies have found evidence that blueberries possibly prevent memory loss and heart disease.



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