



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

A Message From Chef Mike

Wow, there's so much going on here at Southern Foods At Home, I don't know where to begin! First, I'd like to welcome the newest member of our team, registered dietician Dana Yarn. You may remember Dana from the profile we did on her in the May issue of

the newsletter. Dana will be a regular contributor in our newsletter as well as our website. Look for her video tips to start appearing next month. One of the many things I love about Dana is that she's not only a talented dietician but she's also a Southern Foods client, too!

Of course, back to school is here. Where did the summer go? If you're short on time with the demands of work, school, and sports but still want to prepare a delicious

dinner, you'll appreciate the upcoming video we've shot for you. Keep an eye on your email inbox and on our website for more details coming soon.

If back to school wasn't enough, Labor Day is almost here! The three-day weekend provides the perfect opportunity for cooking out. To help, in place of our recipe of the month we've shot a really cool video of my best grilling secrets. This is far and away the most comprehensive grilling video I've ever created with tips on cleaning and maintaining your grill, as well as preparing the perfect steak. So there are not one, but two videos for you this month!

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 August, and thank you so much for your business.

Customer Profile: Welcome Back, Kimsey Family!

After several years of being with Southern Foods, Debra and Philip Kimsey decided to take some time off and see if they could save money by shopping at various stores in their area.

"We like to eat natural foods – we don't want anything in them that's bad for our family," Debra says. They began purchasing meat from a local meat market, and they went to a grocery store for their vegetables. While the food they purchased was satisfactory, they quickly found disadvantages. "The meat market had natural, hormone-free meat, and the prices were ok, but they didn't always have the cuts or type of meat that we were looking for, so it was a gamble to go there," Debra says. Plus, once they got the meat home, they had to divide it up into smaller portions to freeze, and they occasionally ran into problems with freezer burn.

After about six months without Southern Foods, the Kimseys sat down to compare prices. When they totaled up what they were spending at various stores, adding in the expense of gas to get there, they realized that there was no cost savings. Of course, Southern Foods offered additional advantages. "I home school, so I don't have time to run all

over creation to shop. It's great to have our food delivered," Debra says. She also loves the fact that the food comes well packaged in manageable portions, which also saves them time and loss of food to freezer burn.



"We thought maybe Southern Foods was a luxury, but after comparing prices, we realized it is actually very practical," Debra says. And the entire family loves the food. "We had some fancy, dry-aged steaks from a well-known steak company sent to us, and one night my husband cooked two of those alongside two Southern Foods steaks. He had all of us do a blind taste test on them, and every one of us chose the Southern Foods steak as our favorite," Debra says. They also love the chicken and fish, because of how fresh it is.

The Kimseys have been back with Southern Foods for about a year now. "It was interesting to go out there and compare and realize that it's really worth it," Debra says. Currently, they are trying to convert their friends. "We're working on them!" she said.

Congratulations To The Winner Of Our July Trivia Question!

Congratulations to **Patsy James of Roanoke, Virginia** for submitting the first correct answer to last month's trivia puzzler: 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. The "Walk/Don't Walk" Sign
- e. The Bikini



This one really made a big splash! The correct answer was "e," the bikini! Patsy wins one of our stupendous carrot layer cakes! Now, how about you? Are you ready to take on the Southern Foods At Home Trivia Challenge?

August Trivia Challenge

The month of "August" was named after:

- a. Saint Augustine
- b. Augustus Caesar
- c. The adjective "august", meaning grandeur, because it was believed to be the grandest month.
- d. The word "auger", meaning a hole digging tool, because ancient farmers dug for next season at this time.

The first correct answer emailed to me at **ChefMike@SouthernFoodsAtHome.com** wins one of our outrageously yummy chocolate fudge cakes!



The Southern Foods At Home Spotlight!

Who's in the spotlight this month? Just our wonderful clients who referred us last month, that's who.

A heartfelt thank you to:

- James and Janna Hudson of Seneca for referring Jeremy and Melissa Burrell
- Michael and Gracie Lorch of Norwood for referring Michael and Crystal Byrd
- Fred and Theresa Bond of Mocksville for referring Lynne Brame
- Stephen and Monica Price of Browns Summit for referring Mathew and Sara Zukowski
- Chad and Amy Ingle of Mcleansville for referring Stephen and Monica Price



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!

Place Your Reorder Now For A Labor Day Cookout To Remember

Labor Day is the perfect opportunity to show off your grilling skills. Of course, great barbecues begin with great food. Impress your guests with the finest chicken, beef, pork, and seafood available. They'll taste the difference! Once they see, hear, and taste how much better your steaks, burgers, and chicken breasts are, they'll wonder why their cookouts can't compare. If it's time to reorder a fresh supply of our gourmet food, your food economist is ready and willing to help. Please get in touch with her today!



Three Easy Ways To Place Your Order:

1. Call your food economist at **866-571-4921**
2. Log onto our convenient website at **www.SouthernFoodsAtHome.com/reorders**
3. E-mail your personal food economist (see contact info on page 4)

Happy Anniversary Judy!

Our heartfelt congratulations go out to food economist **Judy Lowdermilk!** July 13th marked Judy's 21st anniversary with the Southern Foods family! On behalf of the entire team, thank you, Judy, for your many years of dedicated service. You are most definitely appreciated!



Southern Foods' Chicken – What's The Difference?

It's easy to tell the difference when you taste it, but what's the REAL difference between the all-natural chicken we feature at Southern Foods and the poultry you might find at a typical grocery store?

First, typical "white-feathered" chicken is not natural. Several years ago, the demand for chicken became so high that the poultry industry couldn't produce chicken fast enough. To handle the increased demand, they changed the genetics of the modern chicken to reduce the time from hatch to market to just forty days. These changes did save time and money, but at the expense of taste, texture, and other culinary qualities.

In contrast, Southern Foods features chicken that is literally a different breed from grocery store chicken! These chickens have dark rugged feathers, allowing them to live well outdoors—in a true free-range environment. Commercial chicken houses can have up to twenty-thousand chickens per house. Big commercial chicken houses are known as "solid wall houses," because they are closed in, ventilated with high velocity fans and lit with artificial lighting.

On small family farms in the Piedmont region of North Carolina, these free-range chickens are raised in houses that hold 60% fewer birds, giving them more space to

move about. The buildings have open sides to allow natural lighting and ventilation. The chickens have access to the outside, and are **never given hormones, antibiotics, or growth stimulants**. In total, these birds are given an additional five to six weeks to grow to maturity. In addition to being chemically pure, these chickens are treated to a better diet. They eat an all-grain diet with no animal by-products.



Now let's talk about food safety – a topic that's often in the news. Usually, chickens are cleaned and frozen in a communal water bath with thousands of other chickens, a process that allows chlorinated water to be absorbed and alter taste. In addition, the water makes the birds weigh more, allowing them to be sold at a higher weight, even though they do not have more meat. Most importantly it promotes cross-contamination. This special breed of chicken - the Poulet Rouge Fermier – is humanely processed and cleaned in a USDA inspected processing plant, where each chicken **is individually air chilled**. This special process prevents cross-contamination, making our chicken not only safer, but tastier to eat.

Healthy Weight Management With The Plate Method - Dana Yarn, RDL



During my dietetic internship I had the wonderful opportunity to shadow the registered dietitian at The Georgia Tech Athletic Association. While I was there she was teaching the athletes to **practice portion control through the "plate method."** I was amazed

at how simple this approach was to grasp. If an 18 year old football player with an appetite of a horse can fill his plate up according to the plate method, then I am sold! Since then, I have educated my clients to use this simple strategy to lose weight and they have seen **life changing results**.

Use a standard sized plate and fill ½ of the plate with fruits and vegetables, ¼ of the plate with whole grains/complex carbohydrates, and the remaining with lean protein, like a Southern Foods' steak, chicken filet, or center cut pork chop. **Filling your plate with the correct portion sizes is essential for healthy weight management and lifestyle.** Research shows that

portion control is a behavior that is easy to begin. The divisions of the plate method help meet the needs of a heart-healthy and calorie controlled meal plan.

Having balanced meals packed full of fruits and vegetables, whole grains, and lean protein also promotes increased energy for sports performance and overall fitness. Fruits and vegetables are nutrient dense rather than calorically dense foods. This means you can eat half a plate full of fruits and vegetables without getting close to your daily calorie recommendations, not to mention the health benefits from the powerful antioxidants.

Action starts before motivation, never the other way around. In other words, start now! Fill half your plate with fruits and vegetables, a quarter with complex carbohydrates such as whole wheat pasta, brown rice, or sweet potatoes, and a quarter with lean proteins such as Southern Foods' baked or grilled chicken breast, fish, or steak. You'll be amazed at how good you'll look and feel!

New Phone System Upgrade To Better Serve You



We recently invested in a new phone system to provide you with better service. The upgrade means that it's now much easier to contact our delivery, customer service, and reorder departments. Our toll-free number remains **866-571-4921** but your favorite food economist has a new extension number. Here's a quick reference list of all of our food economists' phone extensions and email addresses for your records:

Food Economist	Phone Ext.	Email address
Margie Banderio	170	mbandiero@southernfoodsathome.com
Stephanie Deitch	171	sdeitch@southernfoodsathome.com
Beverly Henley	172	bhenley@southernfoodsathome.com
Lacey Leonard	173	lleonard@southernfoodsathome.com
Judy Lowdermilk	174	jlowdermilk@southernfoodsathome.com
Debbie Nordstrom	175	dnordstrom@southernfoodsathome.com
Katina Sensing	177	ksensing@southernfoodsathome.com
Laura Shelton	178	lshelton@southernfoodsathome.com
Peggy Pierce	179	ppierce@southernfoodsathome.com
Janice Tanksley	180	jtanksley@southernfoodsathome.com
Susan Johnson	183	sjohnson@southernfoodsathome.com
Cindy Glass	187	cglass@southernfoodsathome.com

Welcome To New Clients!

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

Lynne Brame; Jeremy & Melissa Burrell; Kevin & Crystal Byrd; Jason & Karrie Clark; Brad & Julie Colvard; William Cowperthwait; Jason & Tracey Crawford; Jason & Karen Gainey; Trip & Donna Hale, III; Kelley & Joanne Jones; Mark & Judy Keck; Jacen & Sandy Keller; Gerry & Barbara Lordi; Jimmie & Meghan Meece, Jr.; Mike & Carole Mitchell; Stephen & Monica Price; Bobby & Kathy Puckett; Silvio C.R. & Laura Reine; Scott & Leigh Roche; Ryan & Amy Smithson; Michael & Ann Templeton; Lawrence & Janice Whitlock; Noland & Joy Wriston.

Mark Your Calendar

Labor Day, September 1

Federal holiday to honor workers; marks the traditional end of summer.

Inside this month's issue:

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3669 N. Peachtree Rd, Ste. 200
Atlanta, GA 30341
866-571-4921

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