



# THE F r i d a y E D I T I O N

## 'It's supposed to be good for ya'

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It's not an unfamiliar scene.

After five seemingly endless hours of studying "Paradise Lost," a hungry sophomore shuffles through the aisles of Safeway, finally reaching what he wants — the row of frozen desserts.

The familiar ice creams, ice milks, frozen yogurts, and diet desserts all lie temptingly before his eyes. At the end of the row, however, he spots a newfangled but earthy delight: Tofutti. It's different from the rest; it contains not cream, but bean curd instead. A smile spreads over his face in spite of himself; with a decisive grab he chooses the Tofutti...as many ex-ice cream fans have recently begun doing.

The carton explains Tofutti is a non-dairy, cholesterol and lactose-free dessert, ideal for those who are allergic to dairy products, and appealing to up-and-up members of our health-conscious society.

Local shops that sell Tofutti are Safeway, 145 East 18th Ave., and the campus-area health food stores, Sahalie Natural Foods, 611 E. 13th Ave., and Sundance Natural Food Store, 748 E. 24th Ave.

In addition, Sy's Pizza, 1211 Alder St., is the first restaurant to offer Tofutti in Eugene. At Sy's it can be purchased in a cone or cup, for 90 cents a serving.

The dessert is unexpectedly rich, creamy, and smooth. After scanning the list of ingredients, it's hard to believe you're enjoying the taste and texture of bean curd — not cream.

The cream-like consistency of the product comes from tofu, a food derived from the curd of a soybean. However, this bland product achieves only fourth place on the ingredient list and is well disguised by sweeteners.

Tofutti contains, among other things, water, corn sweetener, corn oil, and soy protein.

Tofutti comes in several different flavors. The stores sell vanilla, chocolate, maple walnut and wild berry, while Sy's alternates between chocolate, strawberry, and banana-pecan.

In a pint carton, Tofutti costs \$2.59 at Safeway while its neighbor gourmet ice cream, Haagen-Dazs, sells for 50 cents less. While investigating tofutti, you may want to consider its nutritional advantages over ice cream.

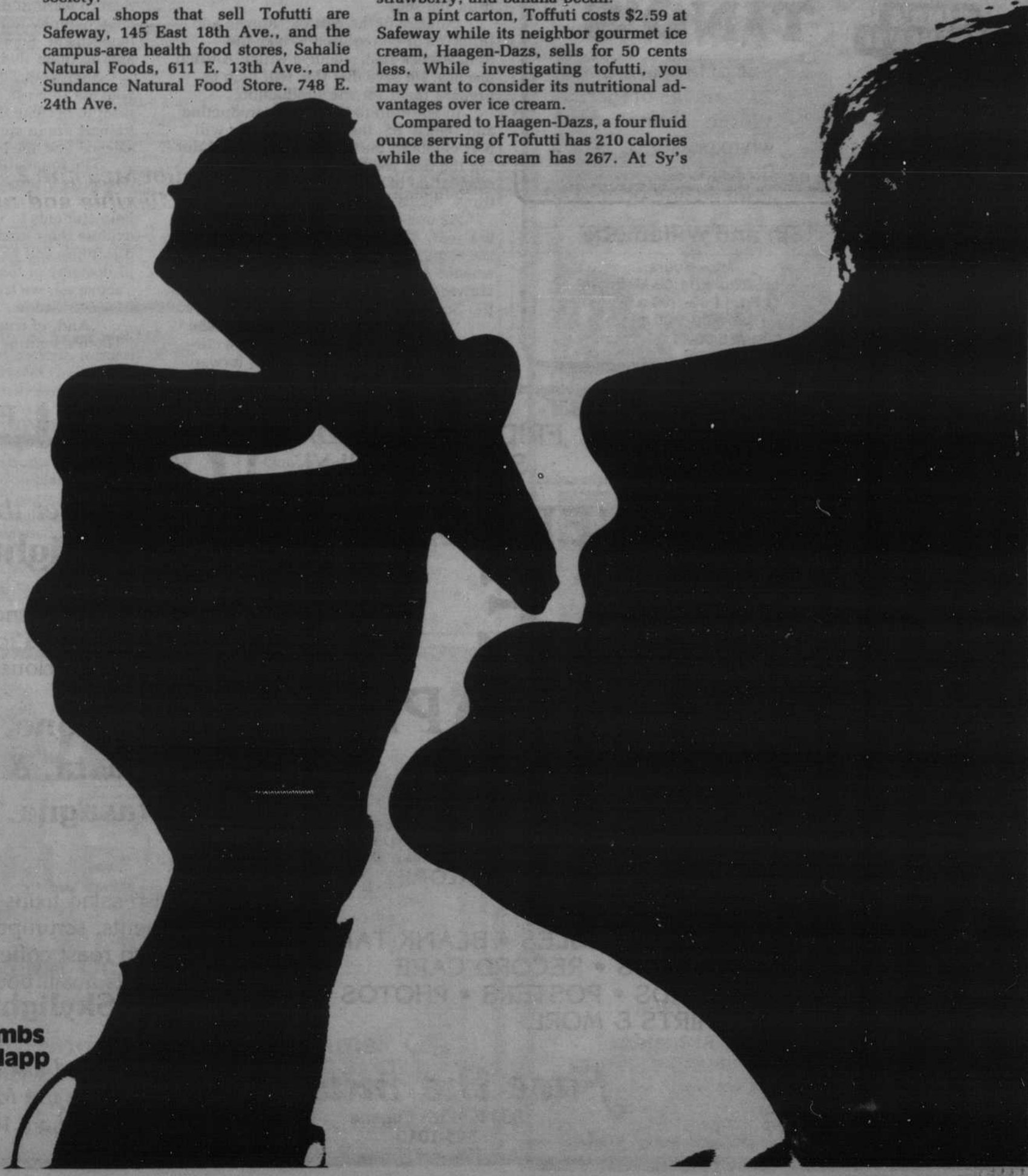
Compared to Haagen-Dazs, a four fluid ounce serving of Tofutti has 210 calories while the ice cream has 267. At Sy's

however, where air is whipped in to make the soft variety of Tofutti, the same sized serving is only 128 calories.

The ice cream also contains more fat and cholesterol. However, in spite of the dense amount of protein found in the bean curd, Tofutti does not supply as much as the ice cream.

Tofutti was created in New York by David Mintz, a restaurateur who first served the dessert to his patrons. After witnessing its success, he began producing the patented product through his New York company, Tofu Time Inc.

Tofutti is not the only one of its kind; there are other soybean desserts on the market. For example, Ice Bean has been available in Eugene natural food stores for several years. Still, none has reached the mass popularity of Tofutti, which was termed by one writer in August as "the 'in' dessert of summer."



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