

The popularity of cheesecake has been proven to be timeless

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This cheesecake was made with a no-bake recipe.

Cheesecake isn't all that new. People have feasted on "cheese pyes" and cheesecake for centuries. Part of the timeless popularity of the dessert has been due to the easy accessibility of the recipe's ingredients. Wherever there has been dairy products, there's been fresh curd for the cake.

Through the years, cheesecake making has gotten much simpler and thanks to the abundance of many different types of cheeses, also much more varied. Today's cheesecakes run the gamut from firm and rich to almost souffle light to creamy. Some are baked, some are not.

One of the last cheesecake

challenges has been to develop a no-bake cake that achieves a truly creamy, yet light and fluffy consistency. Fresh Start Cheesecake is a recipe that truly fits this cheesecake category. The secret of this dessert from the Kraft Kitchens is found in a new product, soft Philadelphia Brand cream cheese. Being introduced in selected markets including this area, this unique product has the same flavor as brick cream cheese, but it's soft-right out of the refrigerator. Because the body and texture of this soft product is significantly different from other cream cheeses, it is ideal for use in recipes requiring spreadability and the quick

blending of chilled ingredients. However, it is not suggested as a direct substitute for brick cream cheese in recipes since a softer consistency may result.

Make a Fresh Start Cheesecake and you have the base for innumerable toppings. Canned mandarin oranges crown the cake that's shown here served with caramel flavored ice cream topping. Canned pie filling, fresh berries, or an assortment of fruits, fresh or canned, are other flavorful choices. Preserves, nuts, chocolate shavings and toasted coconut are other appropriate additions.

Fresh Start Cheesecake

1 cup graham cracker crumbs; 3 tablespoons sugar; 3 tablespoons margarine, melted for the crust.

1 envelope unflavored gelatin; 1/4 cup cold water; two 8 ounce containers soft Philadelphia Brand cream cheese; 1/2 cup sugar; dash of salt; 3/4 cup milk; 2 tablespoons lemon juice; 1/2 teaspoon vanilla; 1 cup heavy cream, whipped.

Combine crumbs, sugar and margarine, press into bottom of 9-inch springform pan.

Soften gelatin in cold water; stir over low heat until dissolved. Combine

cream cheese, sugar and salt, mixing until well blended. Gradually add gelatin, milk, lemon juice and vanilla, chill until slightly thickened.

Fold in whipped cream; pour over crust. Chill until firm.

A booklet of quick and easy soft cream cheese recipe ideas has been developed by the Kraft Kitchens. Free copies are available (while supplies last) at many local food stores, or simply sent your name and address to:

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P.O. Box 826
South Holland, IL 60473

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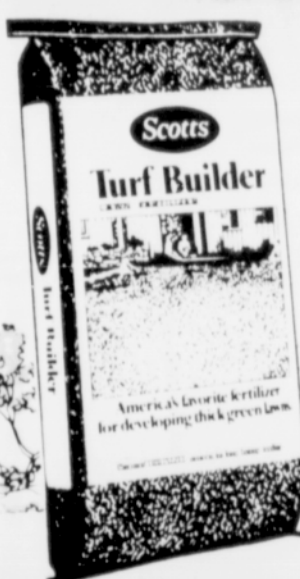
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