

FOOD & NUTRITION

The Portland Observer

Bacon, Eggs, Pizza: Breakfast American Style



For Rocky Balboa it was raw eggs, for Jimmy Cagney in "White Heat" it was grapefruit - admittedly in May Clark's face, and for Holly Golightly it was the place, Tiffany's. Breakfast has long played a leading role both on screen and off. Americans have grown up with the "breakfast is the most important meal of the day" message. And with typical American ingenuity, we've developed our own innovative ways of breaking our overnight fast. In a random sampling of more than 500 Americans, ranging in age from 7 to 65-plus, cake, soft drinks, popcorn, cold pizza and leftovers were not uncommon responses when asked what people were eating for break-

fast. That's just fine, according to the American Dietetic Association (ADA). When asked what people should eat for breakfast, the ADA's response is simple, "something." "It's better to eat anything, rather than nothing at all," according to an ADA spokesperson. "Ideally, people should eat something that's substantial because they'll be burning it throughout the day. But they shouldn't worry about eating typical breakfast foods. Pizza works as well as cereal and toast." Robin Kline, a registered dietitian and director of consumer affairs for the National Pork Producers Council, is a strong advocate against pigeon-holing foods. "Ignore food stereotypes that say certain foods are only for eating at certain times of the day," says Kline. "It's more important to eat something you like. Whether it's leftovers from last night, or a sandwich, you might try to get some- ready for the morning rush. Even if you're not hungry, eat a piece of fruit or have some juice. If you absolutely can't face eating first thing in the morning a mid-morning thing from all food groups: fruit, grains, milk and protein. A balanced approach doesn't have to mean Boring Breakfast." Tortilla Rollups are one of Kline's favorite non-traditional breakfast ideas. Spread low-fat cream cheese on a flour tortilla, add thin-sliced

ham or smoked turkey, some alfalfa sprouts or chopped lettuce and roll up. Fix these the night before and wrap in foil to refrigerate. Add a piece of fruit and a glass of milk and you're sugar and sharpens brain function. And that pays off in a number of ways... Major national breakfast studies show that eating breakfast may have a positive effect on cholesterol levels, weight control and learning. Studies of school children show that grades and performance improve when children begin the day with a nutritious breakfast. The Iowa Breakfast Studies, which included the full range of school-age children to elderly men and women, found that those who eat a good breakfast are "More productive, have faster reaction times and exhibit less fatigue in the late morning than those who skip breakfast." When you eat can also be a major factor in weight control. According to a study by the University of Minnesota, eating one meal a day of 2,000 calories resulted in a weight loss when eaten as breakfast, but a weight gain as supper. A National Institutes of Health study found that test subjects who ate at 8 a.m. lost more weight and body fat than those who ate a similar meal at 5 p.m. If that's not enough to convince you to fuel up when you wake up, here's one more reason. According to a study published in the Journal of School Health, breakfast skippers have on average, significantly higher levels of blood cholesterol than those people who regularly consume a morning meal -- regardless of what they eat. Pass the pizza and broccoli, please... What's for Breakfast? With Americans anything goes. Last night's pork roast, pizza, popcorn, cold mashed potatoes and Chinese take-out were just some of the responses in a random sampling of more than 500 Americans on what they ate for breakfast. That's just fine, according to the American Dietetic Association (ADA). When asked what people should eat for breakfast, the ADA's response is simple: "Something."

A Lesson In Resilience

Uncle Noname' Cookies: Back In The Cookie Business Turning Lemons Into Lemonade



Wally Amos, the acknowledged father of gourmet cookies is back in the cookie business. Amos is being sued by the owners of the Famous Amos Cookie Corporation. A Federal judge in San Francisco issued an injunction against Wally using his legal name as a trademark. So, Wally Amos has named his new company, the Uncle Noname' (pronounced: no-na-may) Cookie Company. Amos claims Noname' is Hawaiian for temporary loss of legal name.

Wally Amos began to sell and market his new cookie in Hawaii bringing the homemade taste to cookies that made him famous when he opened the first store in the world to sell chocolate chip cookies exclusively in 1975. Because of the impressive success and sell-through of Uncle Noname' cookies in Hawaii, scores of Costco stores in the Northwest will begin selling the cookies in July. This will be followed by a roll-out of all Costco stores in the United States by the end of October.

Wally Amos's fame was due initially to his gourmet / home style chocolate chip cookies. But, his strong and special love for education has been a factor in his ongoing fame. In the mid-70's, before anyone knew a problem existed, Wally began to speak

about the problem of adult illiteracy. On the back of each bag of Uncle Noname' Cookies is the following: The Legend of Uncle Noname' Uncle Noname' was an elderly Hawaiian gentlemen with much wisdom, a quick wit, a love of life and a smile that could light up a castle. His love of life was matched only by his love for cookies and he was often seen eating large quantities with his favorite beverage, lemonade. Everyone called him uncle, but his legal name was Soma until the powers that be took it away from him. They said it was no longer his to use. It angered him at first, but then it occurred to him that he was spirit and could not be defined or confined by a name. So he decided to call himself Noname', Uncle Noname'. It had been his dream to have a permanent connection with cookies. The dream has now been fulfilled through the creation of the Uncle Noname' Cookie Company. So, enjoy these delicious home style cookies, made with love, at the Uncle Noname' Cookie Company. He taught us how to turn lemons into lemonade.

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