

SNOBOY

Ideas
to
spark
any
meal



Oh Boy, SNOBOY FLORIDA GRAPEFRUIT

with flavor balance guaranteed! Never too sweet, never too tart!

Of course you enjoy grapefruit in the familiar ways; now try out these new SnoBoy ideas on your family. (And remember, when you do, you're giving them a big healthy helping of natural Vitamin C—the vitamin your body can't store and needs every day.)

for Breakfast

Broiled Grapefruit

Sprinkle each prepared grapefruit half with 1 tsp. sugar and a dash of cinnamon, nutmeg or nutmeg, if desired. Dot with 1 tsp. butter. Place grapefruit on broiler rack 3 in. from heat. Broil slowly 15 to 20 min., or until grapefruit is slightly brown and heated through.

Or top with honey, brown sugar, maple syrup or molasses; dot with butter, broil as above.



Sunday Fruit Cup

Combine grapefruit sections with sliced bananas, diced SnoBoy apple. Leave red peel on for color.

for Lunch

Fish Fillets with Grapefruit Sections

1 pound fresh or frozen fish fillets

¼ teaspoon salt

¼ teaspoon Tabasco

¼ teaspoon poultry seasoning

3 tablespoons melted butter or margarine

Paprika

1 SNOBOY grapefruit, sectioned

1 tablespoon finely chopped parsley

Place fillets on aluminum foil on broiler pans. Add salt, Tabasco and poultry seasoning to butter; brush fish with half the mixture. Sprinkle with paprika. Place in preheated broiler 2 inches below medium heat. Broil until fish is easily flaked and moist, about 10 to 12 minutes. During last 3 minutes, place grapefruit sections on top; brush with remaining butter mixture. Broil until fish is cooked. Garnish with parsley.
YIELD: 4 servings.

Grapefruit Tossed Salad

Refreshing and appealing, this grapefruit tossed salad, topped with bleu cheese dressing, will attract special attention. Add well-chilled grapefruit sections to mixed salad greens. Pour generous amount of bleu cheese dressing over combination; toss well. Serve at once.

for Dinner

Southern Salad

Put grapefruit sections on greens. Add spoonful of cottage cheese to which onion juice or chopped chives have been added. Serve with French dressing.

Sarasota Salad

Mold tomato aspic in individual ring molds. Unmold and fill center with grapefruit sections. Serve with mayonnaise.



Grapefruit Alaska

3 SNOBOY grapefruit

¼ teaspoon salt

3 egg whites

6 tablespoons sugar

½ teaspoon vanilla

1 pint vanilla ice cream

Halve grapefruit; core, cutting out more of the center than usual. Cut around each section with a sharp knife, sprinkle lightly with sugar. Chill thoroughly. When ready to serve, preheat oven to very hot (500°F.). Add salt to egg whites, beat until stiff; gradually add sugar and beat until very stiff. Add vanilla. Remove grapefruit halves from refrigerator; place spoonful ice cream in the center of each half. Cover with meringue. Place in preheated oven until lightly browned, about 1 minute.
YIELD: 6 servings.

What is flavor balance? It's the perfect balance between the fruit's natural sweetness and citrus tang. SNOBOY guarantees the flavor balance to be just right.

From the orchards of the world's finest grapefruit growing area, Florida's Indian River country, SNOBOY picks only the perfect flavor balance grapefruit. They're slim-skinned, hefty with juice and firm, meaty segments.

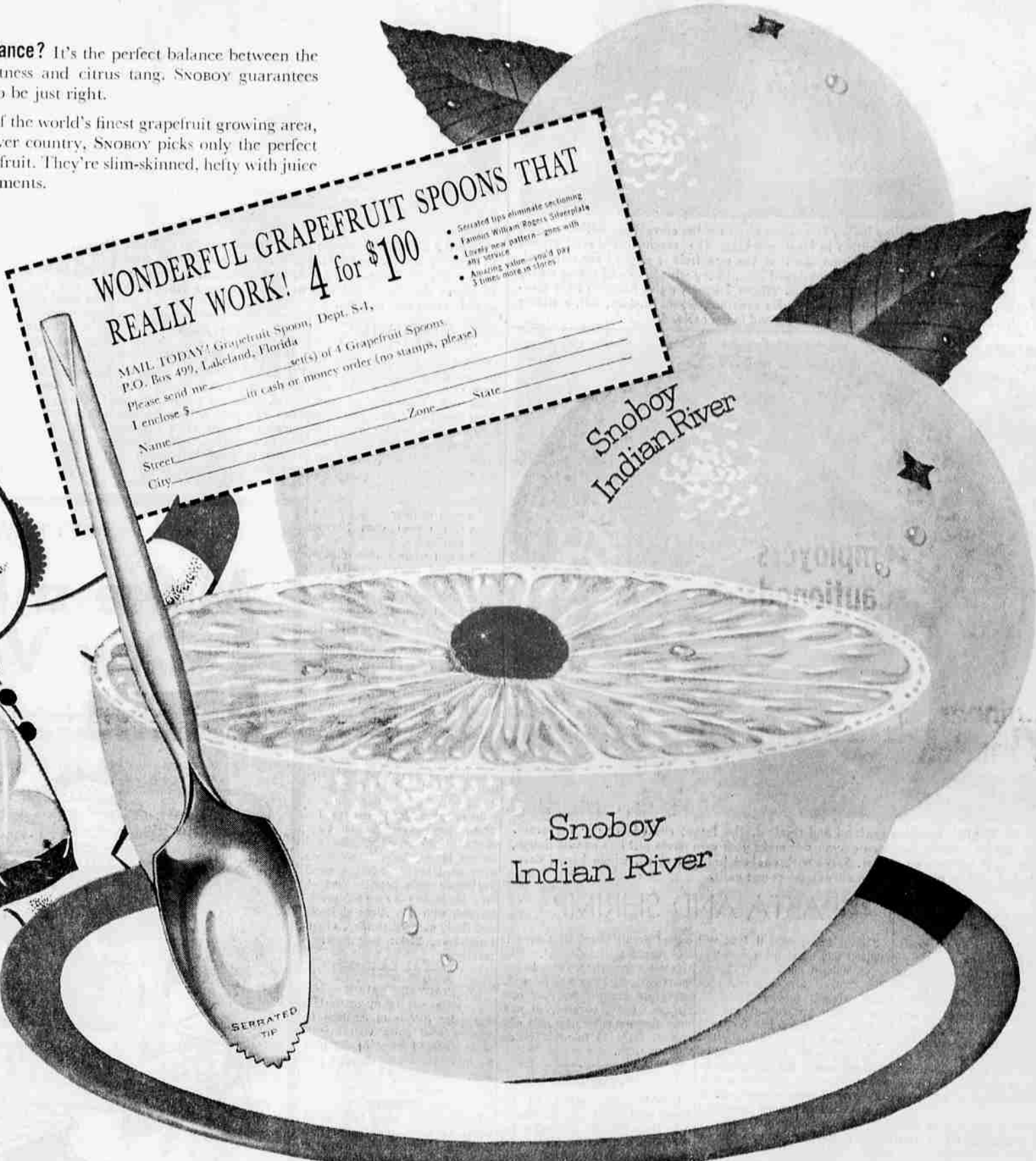
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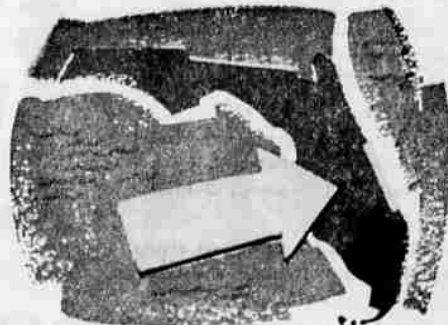
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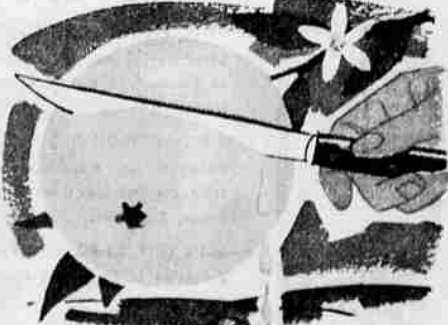
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Why there is no grapefruit like a SNOBOY.



Deep in the Florida Indian River country, grow grapefruit without equal... SNOBOY. A unique combination of soil, soft ocean breezes and welcome sunshine nurtures the grapefruit's natural fruit sugar and acid, brings the flavor balance into perfect harmony. This flavor balance produces grapefruit that's tangy yet sweet... never flat, never bitter.



When this flavor balance reaches its fulfillment, when the thin-skinned fruit is heavy with juice and plump meaty segments, SNOBOY picks the cream of the orchard's yield. These are the grapefruit, the only grapefruit picked for flavor. Even with all this attention, there are more steps to insure your getting the best.



Once the fruit is picked, SNOBOY's painstaking care continues. Now it is washed, graded by hand, sized and then packed... also by hand. Nothing is spared in the matter of handling when it comes to protecting the flavor and quality of SNOBOY grapefruit!



Now the fruit begins its trip to your store. Cooled trucks carry it on its way... speedily... to make sure every SNOBOY grapefruit arrives in the same top condition it left the orchard. And under SNOBOY's watchful care, you can be sure it does. You can prove it when you taste SNOBOY grapefruit!

picked for flavor