

# CONSUMING NEWS

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## On the Shelves

**Buddig** is ringing in 2008 by putting a new spin on an old favorite: **Single Serve 90 Calorie Packs**. The new 90 Calorie Packs have the same



great thin sliced lunchmeat taste, with zero trans fat, and 10 grams of protein per serving. (We also love the fact they went outside of the now abused 100 calorie box too!) 90 Calorie Packs are perfect for lunch and in between meal snacks; look for salad, wrap and other recipes at

buddig.com. There are eight 90 Calorie Pack varieties to choose from: Beef, Corned Beef, Pastrami, Turkey, Oven-Roasted Turkey, Chicken, Ham and Honey Ham.



Our #1 MUST HAVE gadget for 2008 is the **List Caddy**, and here's the funny thing, we asked for it on our "Wish List for 2007" – *Cart Clips: A permanently affixed gizmo on shopping carts which enables customers to display their shopping lists in a highly visible, non-wobbly and vertical position.* List Caddy is not only the 'gizmo' of our dreams but was made to be portable too – even better! It can stand freely on countertops, attach magnetically to the fridge, and is capable of being clipped to just about anything: lists of all kinds, recipes, notes and more – perfect! Just out last September, the organizer comes in various colors and retails online for \$5.99 + S&H. Buy now at: listcaddy.com.



7-11's newest beverage, Fusion Defense, is coffee infused with echinacea, ginseng and astragalus, three herbs thought to help boost the body's immune system. The world's largest convenience retailer, who sells more than a million cups of coffee a day, is responding to its consumers', "desires for a variety of health-related attributes", says Donald Driver, 7-11's Category Manager of Hot Beverages. The convenience chain giant also plans continued growth in these lines.

Move over Boca, **Light Life's Smart Ground Veggie Protein Crumbles** are as good if not better. We tested the regular variety in chili and kid tested it in sloppy joes, both reviews were extremely positive with the general consensus that



it tastes very close to ground turkey. We also found Smart Ground does not have that spicy edge of other brands in kind. At only 70 calories per 1/3 cup serving, Smart Ground should become a favorite kitchen staple. Check out lightlife.com for more varieties.

"Go Green" while you're shopping with these reusable and recyclable Grocery Totes from **CYMA** (Carry Your Merchandise and Accessories) **Bags**. These bags are extremely light-weight, can hold up to 25 lbs., and come in a variety of sizes and colors. You will see more and more

CYMA Bags at various stores in the Chicago area this year as local retailers and national chains are starting to sell them branded with their own store logos and/or are giving them away with larger purchases such as, "free with a 6 bottles of wine". The great people at CYMA are also offering a **10% discount to all CWM readers who buy online** at their Amazon store: cymbagsonline.com. Enter the following code: **PROMOCHI** at checkout. The discount is good through 2/29/08. Thank you, CYMA!



One more green theme to let you in on...**CLIMATE CHANGE CHOCOLATE**. Premium chocolate marketer, Bloomsberry & Co., and Terrapass, Inc., the leading consumer retailer and marketer of greenhouse gas reduction offsets, have partnered on a chocolate bar that



helps educate consumers on how to reduce their carbon footprint. The new all natural premium Climate Change Chocolate™ bars are the first of their kind to support the fight against global warming. Each bar comes wrapped with 15 tips for reducing your carbon footprint and an offset for 133 pounds of verified carbon, the amount emitted by an average American in one day. The TerraPass offsets fund clean energy and efficiency projects such as wind farms and methane digesters that result in verified reductions in greenhouse gas emissions. Look for the Climate Change bars exclusively at participating Whole Foods locations. Visit terrapass.com for more information.

A good kitchen scale is one of the most valuable tools to have on hand and **Escali** is one of, if not the best names in digital scales for performance and design. According to Escali CEO, Theo Prins, the difference between digital and dial scales is accuracy. "Digital scales give 1 gram accuracy, dial scales, 10 grams. People want to know more things accurately today than they did 10 years ago because they're health conscious." We met with Prins at the restaurant show last year and he wowed us with several demonstrations of Escali's best scales. Our top picks, the **Cibo Nutritional** and **Pana Scales**.



The **Cibo Nutritional Scale** is amazing – it can provide readings for calories, sodium, protein, fat, carbs, cholesterol and fiber with a capability of 999 different food codes. Equally sharp is the **Pana Scale**, the first kitchen scale to provide volume measurements in cups and tablespoons and also measures grams, ounces and a combination of pounds and ounces – what this means is you can place your mixing bowl on the scale and actually measure recipe ingredients by weight right into the bowl. (This is the way professional bakers measure ingredients, VERY cool!) Check online for more styles at [escali.com](http://escali.com), available at major retailers.



## Something Special for your Valentine

**Peeps Sugar Free Hearts!** Need we say more? At 20 calories per heart, Sugar Free Peeps is a major coo for diet conscious consumers and Peeps lovers everywhere.



When Just Born (the candy company who makes Peeps and other name brands such as Mike and Ikes and Hot Tamales) first offered their signature chicks free of sugar last Easter, they were inundated with an outpouring of consumer requests for more. This year's Valentine addition is the second sugar-free variety to hit the market. Plans for Halloween and Christmas versions are also in the works.

Decadent Organics will LOVE this dark chocolate coated **Toffee** from **Amy's Bakery**, available in Almond and Brazil Nut flavors. (We met Amy at the All Things Organic Show last Spring and couldn't stop munching her toffee samples.) Available in 8 oz. bags and 10 lb. boxes, order online at [amyesbakery.com](http://amyesbakery.com).



Send your sweetheart a gift of: Laurent Perrier NV Brut Champagne, St. Andre Cheese with Almondina Crackers, Sevruga Caviar, Joseph Schmidt Chocolate Truffles, Marich Pastel Cherries and Chocolate Body



Frosting/Tattoo in a **Romance Basket** from **Urban Harvest**. Located in downtown Arlington Heights at 15 S. Dunton, Urban Harvest is an indulgent food store with an exuberant array of prepared foods, prepackaged meals, fresh baked goods, exquisite chocolates, cheeses, pates, sauces, condiments, dressings, fine wines and more. UH is also a fun place to shop at and Proprietor, Mary Ellen Hogan, always has numerous samples on hand for her customers to taste. (We also checked out her baked goods...definitely a to-die-for hit!) Online orders welcome at: [myurbanharvest.com](http://myurbanharvest.com).

Candles are a V-Day must; what sets the mood better than candlelight? Try soy candles this year – they last up to 50% longer than traditional petroleum-based paraffins, are non-toxic and **Illuminate Soy Candles** are made from American grown soybeans, which is a biodegradable, renewable resource. Affordably priced and personally delivered to your doorstep, shop Illuminate's heart candles, tea lights and more online at: [illuminatecandles.com](http://illuminatecandles.com).



What's not to love about a chocolate bar that delivers special occasion greetings guaranteed to make you smile and laugh out loud?

And that's exactly what you will get with a **LUSTY** bar; 3.5 oz. of impure thoughts disguised as deliciously luscious all natural premium dark chocolate, as the wrapper says. From **Bloomsberry & Company**, who believes "great chocolate is a given" and that the sweet secret to success is "in the design". Look for LUSTY, Marital Bliss and Smooch bars at Macy's, Nordstrom's, Wild Oats and specialty retailers.

