

DELI * NEWS

Tips & Tidbits for Ben's Kosher Delicatessen Restaurant & Caterers' Customers

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Ruminations and Ronifications

BY RONNIE DRAGOON

Thanks for your kind response to our first newsletter!! I appreciated the comments and suggestions. This newsletter along with our ads and brochures is intended to keep Ben's in touch with you and, of course, you with Ben's.

As I reflect on the beginning of our 21st year, I realize that, for many, these are indeed tough times. For Ben's to continue to enjoy your patronage, I believe we must continue to offer value and meet your expectations each time you visit us.

Therefore, I am reaffirming my customers' "bill of rights". To wit, customers have the right to:

- Courteous treatment on the phone, at the counter and in the dining room without exception.
- Accurate food orders.
- Service people knowledgeable about our products, services, menu and specials.
- An order delivered to the table or filled at the counter within a reasonable time.
- A correct guest check brought in a timely manner.
- Expeditious action to the customer's satisfaction in correcting any service breakdown or mistake, along with a sincere apology.

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PYRAMID POWER: The Secret to Healthy Eating

BY ROBIN BERNSTEIN

It's 5:30 PM. Only 30 minutes to fix a mouth-watering yet nutritionally balanced dinner for four. Of course, this includes a spouse with a sweet-tooth, a teenager on a perpetual diet, and a finicky 10-year-old who'd make TV's "Mikey" look easy to please.

Or...you and your family are enjoying brunch at a local restaurant. The extensive menu of tempting sauce-laden concoctions and to-die-for desserts is about to blow your clan's healthy diet to smithereens.

Sound familiar? What's a health-conscious person to do? Fortunately there are guidelines you can follow to ensure that your family's meals are healthy...and delicious.

Think of your family's diet as a pyramid, says the U.S. Department of Agriculture's Human Nutrition Information Service. The pyramid metaphor was developed by the USDA to help people make smart food choices. The Food Guide Pyramid, as it's officially called, can help your family control fat, sugar, and salt intake.

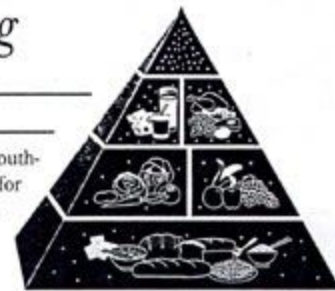
The Pyramid emphasizes foods from the five major food groups. At the base is the Grains Group, which includes breads, cereals, rice, and pasta; choose 6-11 servings daily. One level up are both the Fruits and Vegetables Groups; each day choose 3-5 servings of veggies and 2-4 servings of fruit. Above these are the Milk, Yogurt, & Cheese and the Meat, Poultry, Fish, Dry Beans, Eggs, & Nuts Groups, from which you'll need 2-3 servings each. Squeezed in at the very tip is a little room for Fats, Oils, & Sweets. Use these sparingly.

A serving can be, for example, a slice of bread, a cup of raw leafy vegetables, an apple, 1.5 ozs. of cheese, 3 ozs. of fish, or 2 eggs. The number of servings you choose depends on your age, sex, size and activity level.

Relying on the Pyramid also helps reduce fat intake to no more than 30 percent of calories, as recommended by the American Heart Association and the American Institute for Cancer Research. What's more, nothing's totally off-limits. "Deprivation can lead to food binges," says Staci Kobren, R.D., president of Staci Leavitt Mind & Body, a nutrition and counseling center in Plainview. "Everything is OK, as long as it's eaten in moderation."

Eating out doesn't imply relegating your family to the menu's "diet" section. Even corned beef and pastrami may have a place. Certainly, a Ben's grilled chicken breast

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Giving Something Back

BEN'S FOUNDATION UPDATE

Ben's contributes nutritious lentil, pea, barley, potato and cabbage soups every week to the Interfaith Nutrition Network. The I.N.N. has been feeding the homeless and hungry for the past 10 years. The ability of I.N.N. to harness the energies and talents of both staff and volunteers makes *Ben's* a proud participant in this fine program.

Several elementary school classes visited *Ben's* in Baldwin Harbor last spring to learn how a restaurant operates. The children then enjoyed a free lunch.

Ben's Events, the party planning and event management arm of *Ben's*,

participated at the "Party Showcase" sponsored recently by Women's American O.R.T. at Hofstra University and at the Radisson Plaza in Melville. *Ben's* representatives made and dispensed lots of mini-potato pancakes to the happy crowd.

"Hot Dog Maven" *Ben's* had one of the most popular food booths at the Rockville Centre Centennial celebration last July! 🌻

Contact the *Ben's Foundation*, Box 227, Merrick, NY 11566, for additional information.

PYRAMID POWER *from page 1*

sandwich is a good choice. With *Ben's* overstuffed sandwiches, advises Ms. Kobren, "Eat all the bread and save some of the turkey or chicken for tomorrow. Or try Pasta with Marinara Sauce or an egg-white omelet; both are low in fat."

Gail L. Becker, R.D. dietitian, author, and president of Gail Becker Associates, Inc., a Great Neck-based nutrition communications firm, reminds us that even snacking can be healthy. "Fresh fruits and vegetables are great to munch on, easy to prepare, low in calories, and packed with important nutrients," she says. Ms. Becker's yummy yet nutritious snack idea for *Ben's*? Top leftover turkey breast slices with coleslaw and roll 'em up egg roll style!

Mmmmm! L'chaim! 🌻

Robin Bernstein is a public relations specialist in Plainville who frequently writes on nutrition and health.