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ONE IN FOUR AMERICAN WOMEN MAKE COMMITMENT TO EAT HEALTHIER Small Changes in Eating, Lifestyle Habits Make a Big Difference

Melrose Park, Ill. (December 15, 2003) – Nearly one in four American female grocery shoppers surveyed will make a New Year’s resolution to eat healthier in 2004, according to a recent study by Mrs. Dash® Seasoning Blends. These women, who identified themselves as the primary shoppers in their families, took part in a national survey that asked respondents about their healthy eating habits. Although many of us fall back into our old routine after the glow of New Year’s has worn off (most resolutions have failed by Feb 1, according to a study last year by FranklinCovey), there are some easy ways to tackle the broad goal of “eating healthier” to make this year different. In fact, according to the experts, small changes to diet and lifestyle can have a big impact on your overall health.

“It’s great to see so many women making a personal pledge to eat better,” said Tracey Carlyle, a registered dietitian. “The key to keeping a resolution to eat healthier is to approach it as a series of lifestyle adjustments. Making even small changes can pay off big in terms of your health and how well you feel each day.”

For instance, cutting down on sodium may reduce your risk for high blood pressure and subtle calorie-cutting tactics can help you keep off extra pounds. Other tips:

- Simply switch the salt shaker for a non-salt seasoning like Mrs. Dash. It’s an easy way to reduce the sodium while keeping the great taste in your favorite foods.
- Plan ahead. A batch of Mrs. Dash Turkey Chili (see attached recipe) made ahead of time and frozen can make for a quick balanced meal without the sodium of a store-bought frozen meal.
- Enjoy snacks and treats, but practice portion control. For instance, eat a serving of chips from a small bowl rather than eating them out of the bag.
- Get in the physical activity habit. Start with a daily 10-minute walk and add a few minutes each week until you’re walking for at least 30 minutes a day.
- Make fast and easy at-home meals. Grilled chicken seasoned with Mrs. Dash Original Chicken Grilling Blend, a tossed salad of prewashed lettuce and a dessert of fresh fruit topped with vanilla yogurt make a delicious and healthful meal.
- Take it a step at a time to reach your goal. When you master a new habit, congratulate yourself, then tackle a new one. Each small step paves the way to success.

More About the Survey

The survey was conducted on behalf of Mrs. Dash and utilized Synovate's eNation online omnibus tool to sample a universe of 628 female, primary grocery shoppers on their reaction to the question, "Which of the following best describes your own healthy eating?" The results of the survey:

- Healthier eating will be my New Year's resolution for '04 24%
- I don't always eat healthy and I don't plan to change 29%
- I believe that I already eat healthy and make good food choices 47%

About Mrs. Dash

Mrs. Dash® Seasoning Blends come from a mixture of 100 percent natural spices, vegetables and herbs. With no salt and no MSG, there are now 12 full-flavored Mrs. Dash blends, each with its unique blend of 14 herbs and spices. Visit www.mrsdash.com to explore an interactive recipe database filled with more than 400 low-sodium dishes designed to help Americans eat a healthy, delicious meal.

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Turkey Chili

Try Mrs. Dash's Turkey Chili – it's fast and easy to make, and you can eat it now or freeze it for a time when you really need a meal on the go. It's also filling and healthy, with only 191 milligrams of sodium, seven grams of fat and six grams of fiber.

- Serves six
- Prep Time: 15 min
- Cook Time: 50 min to 51 min

Ingredients

- 1 1/2 Tbsp. (22.5mL) Mrs. Dash® Extra Spicy Seasoning Blend
- 1 1/2 tsp (7.5mL) Mrs. Dash® Garlic & Herb Seasoning Blend
- 1 1/2 tsp (7.5mL) canola oil
- 1 medium onion, chopped
- 1/2 large jalapeno pepper, seeded and chopped
- 1 lb (454g) ground turkey breast
- 14 Oz. (392g) can tomatoes, no salt, with juice
- 2 cups (480mL) cooked kidney beans (if canned, rinsed and drained)
- 3 Oz. (90mL) tomato paste
- 1/4 tsp (1.25mL) cumin
- 1/2 cup (120mL) water

Instructions:

1. Heat oil in saucepan over medium high heat.
2. Add onion, Mrs. Dash® Garlic & Herb and jalapeno pepper.
3. Cook for 4 to 5 minutes.
4. Add ground turkey and break up meat with a spoon, cook for 5 minutes.
5. Add tomatoes, kidney beans, tomato paste, Mrs. Dash® Extra Spicy, cumin and water, mix well.
6. Cook over low heat for 40 minutes and up to 2 hours.
7. Serve hot.

Nutritional Information Per Serving:

Calories: 229	Sodium: 191 mg	Potassium: 728 mg
Total Fat: 7 g	Saturated Fat: 1 g	Unsaturated Fat: 5 g
Trans Fat: 0 g	Carbohydrates: 21 g	Fiber: 6 g
Protein: 19 g	Cholesterol: 59 mg	

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