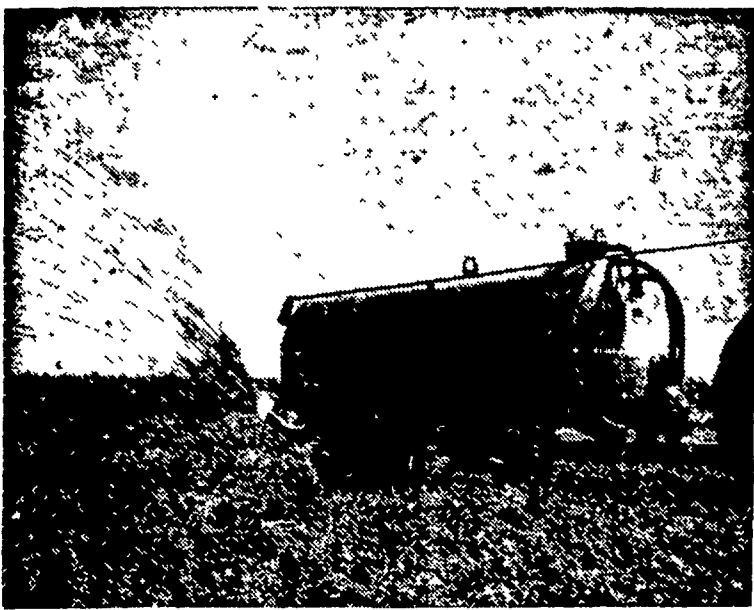


Follow Rule Of '3-Cs' To Keep Delicately Flavored Dairy Foods

Fresh dairy products, like other luscious perishables, owe much of their appeal to that freshness. Here are some hints on how to keep them at their peak of flavor, texture and appearance.

In general, remember the three C's—keep fresh dairy products clean, cold and covered. They're delicately flavored and tend to absorb odors of other foods unless properly stored.



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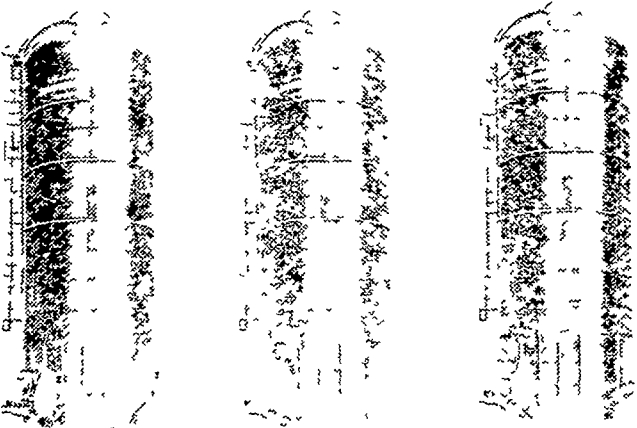
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MILK AND CREAM
Milk and cream should be protected from light exposure, too, to prevent loss of flavor and riboflavin, one of milk's important vitamins. These two products should be refrigerated immediately at 40° F after you bring them home from the store or the milkman delivers them. Return them to the refrigerator right after every use.

For best flavor and freshness, they should be used within three or four days. Freezing isn't recommended for milk or cream—but, if you do freeze them, thaw slowly.

CULTURED MILK ITEMS

Handling for cultured milk products—butter, sour cream, yogurt, cottage cheese, cream cheese—is the same as that for milk and cream. Refrigerate at 40° F and return to the refrigerator quickly after use.

For maximum flavor enjoyment, these products, too, should

be used within three to four days.

Freezing? It's not recommended for buttermilk, sour cream, yogurt or creamed cottage cheese, but plain, uncreamed cottage cheese freezes fairly satisfactorily in tightly sealed containers. Cream cheese freezes well if tightly wrapped and thawed slowly in the refrigerator.

BUTTER

To enjoy butter at its best, refrigerate immediately at 40° F or lower in its original wrapper and carton, kept closed. Only enough butter for two days use should be returned to the refrigerator in a covered dish between meals.

Butter will keep several weeks with the proper handling—but, remember that unsalted butter is more susceptible to change than salted butter.

If yours is a small household, you'll be glad to know that butter does freeze well at 0° F for up to a month.

several months, wrapped in airtight, moisture-and-vapor-proof containers or material.

CHEESE

The keeping period for cheese varies with the variety. Refrigerate cheese at 40° F, tightly wrapped. Serve at about room temperature, allowing only the amount you need immediately to warm up.

Pasteurized process cheese foods and cheese spreads may be kept at or below 70° F before opening—afterwards, refrigerate them. Hard and semi-hard cheeses freeze fairly well. Wrap them tightly (in one pound or smaller pieces for fast freezing) in moisture-and-vapor-proof materials. Thaw slowly in the refrigerator. Freezing is not recommended for soft cheeses.

ICE CREAM

You can keep ice cream and ice milk in firm, frozen condition in the freezer at 0° F or below for up to a month.

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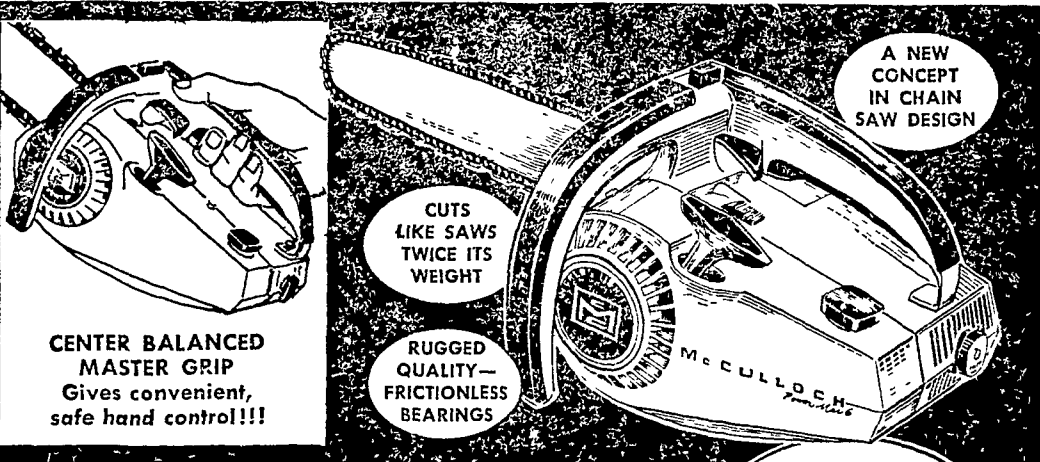
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