

Cook's Question Corner

(Continued from Page B8)

QUESTION - Louise Walters, Wytheville, Va., needs to find a source to purchase oat bran. She also requested recipes using oat bran. Thanks Eva Southard, Glen Rock, for sending a recipe.

Corn Bread For Health

- 1 cup yellow corn meal
- 1 cup all-purpose flour
- 1/2 cup oat bran
- 1/2 cup wheat germ
- 4 teaspoons baking powder
- 1/2 teaspoon salt
- 1/4 cup honey
- 1/4 cup milk
- 1 egg
- 1/4 cup vegetable oil

Combine all dry ingredients. Set aside. Beat egg, adding milk, honey and oil. Combine egg mixture with the dry ingredients; stirring until batter is smooth. Pour into a greased 8-inch square baking pan or a 10-inch skillet. Bake in preheated oven at 425 degrees for 20 to 25 minutes or until inserted knife comes out clean.

ANSWER - Mrs. Delmer Simcox of Port Deposit, Md., and several other readers have asked about clear jell, an ingredient that was listed in several recipes recently. Thanks Mrs. Fisher, Willow Street, for answering. She said you can purchase it from The Little Store, 958 Vintage Road, Christiana, PA 17509. She loves to use it to thicken desserts such as cherries, strawberries and raspberries. It does not change the color of your fruit or juice and is quick and easy to use. Also, thanks to Mrs. Roy Brubaker, Myerstown, who writes that it can be ordered by calling or writing to Dutch Valley Food Distributors, Inc., P.O. Box 328, Rt. 501 North, Myerstown, PA 17067 or call 717 933-4191.

Simple Way To Add Sizzle

DENVER (Co.) — "A Simple Way to Add Sizzle," is the 1988-89 theme which is heating up to reach new heights in lamb sales and increase consumer awareness on the ease of preparation. Beginning September 1, retailers can create year-round "sizzle" by featuring versatility, variety and value of fresh American lamb for its customers. The fall portion of this campaign is "Make Dinner Matter."

Research shows that the light to medium lamb users would serve lamb more often if they had simple, easy to prepare recipes. To target these consumers ASPC focused "A Simple Way to Add Sizzle" on providing consumers with quick and easy recipes which will be attached right to the package of a specific lamb cut. In addition to recipes, a instant redeemable cents-off coupon for a recipe ingredient will be attached to the package during the fall campaign. Leading national brands such as Lawry's seasonings, Ocean Spray Cranberries, Kikkomen Soy Sauce, Holland House Cooking Wine and Lea & Perrins sauces are featured. All recipes featured on lamb chops, steaks, roasts and other various cuts of lamb take less than 30 minutes to prepare.

Consumer awareness will build as lamb becomes known as being easy and quick to prepare. Consumers will be informed about this promotion and fresh American lamb by television, cable and national print media advertising.

Retailers will establish strong, profitable year-round lamb sales by merchandising cuts of meat properly and maximizing display usage. Materials such as channel strips, case strips, case dividers will make a display easy for shoppers to locate.

In addition to the recipes attached to the package of lamb, simple and creative lamb recipe leaflets will be available for consumer convenience and variety. "Fresh American Lamb" logo stickers are provided in addition to advertising slicks to help meat ads and lamb sales "sizzle."

ASPC's lamb marketing team conducts three seasonal promotional campaigns that are available for retailers to maximize lamb sales.

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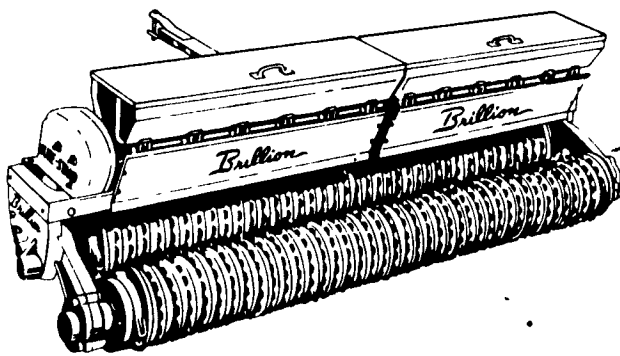
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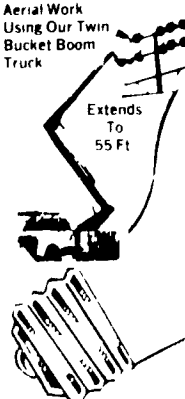
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