

Internet's Leading Cookbook Delivers 'Best of Butter' Recipes

ROSEMONT, Ill. — Wise holiday baking advice, intriguing recipes and spunky holiday graphics are a few of the highlights that place the ButterNet (<http://www.realbutter.com>) among the key resources for seasonal culinary know-how.

Called the "cookbook of the '90s," the American Dairy Association's ButterNet is a reliable and popular resource for information. In eight months of operation, the site has received close to 1.5 million "hits" and numerous accolades, including "Yahoo! Site of the Day" and "WWWiz's Pick."

ButterNet site sections include:
 • Real Butter Recipe Extravaganza — More than two dozen, easy-to-make recipes from appe-

tizers and brunches to "gourmet" main courses.

• Show Me How to Do it Butter — Tips for cooking with butter, including recommended types of cookware for each application.

• Meet Our Celebrity Chefs — Learn the tips and buttery-favorite recipes of famous chefs.

• Seasonal Celebrations — Dozens of taste-tempting recipes for holidays and parties all year long.

• Media Headquarters — News about upcoming events and where you can sample buttery-good recipes or learn new ways to serve and cook with butter.

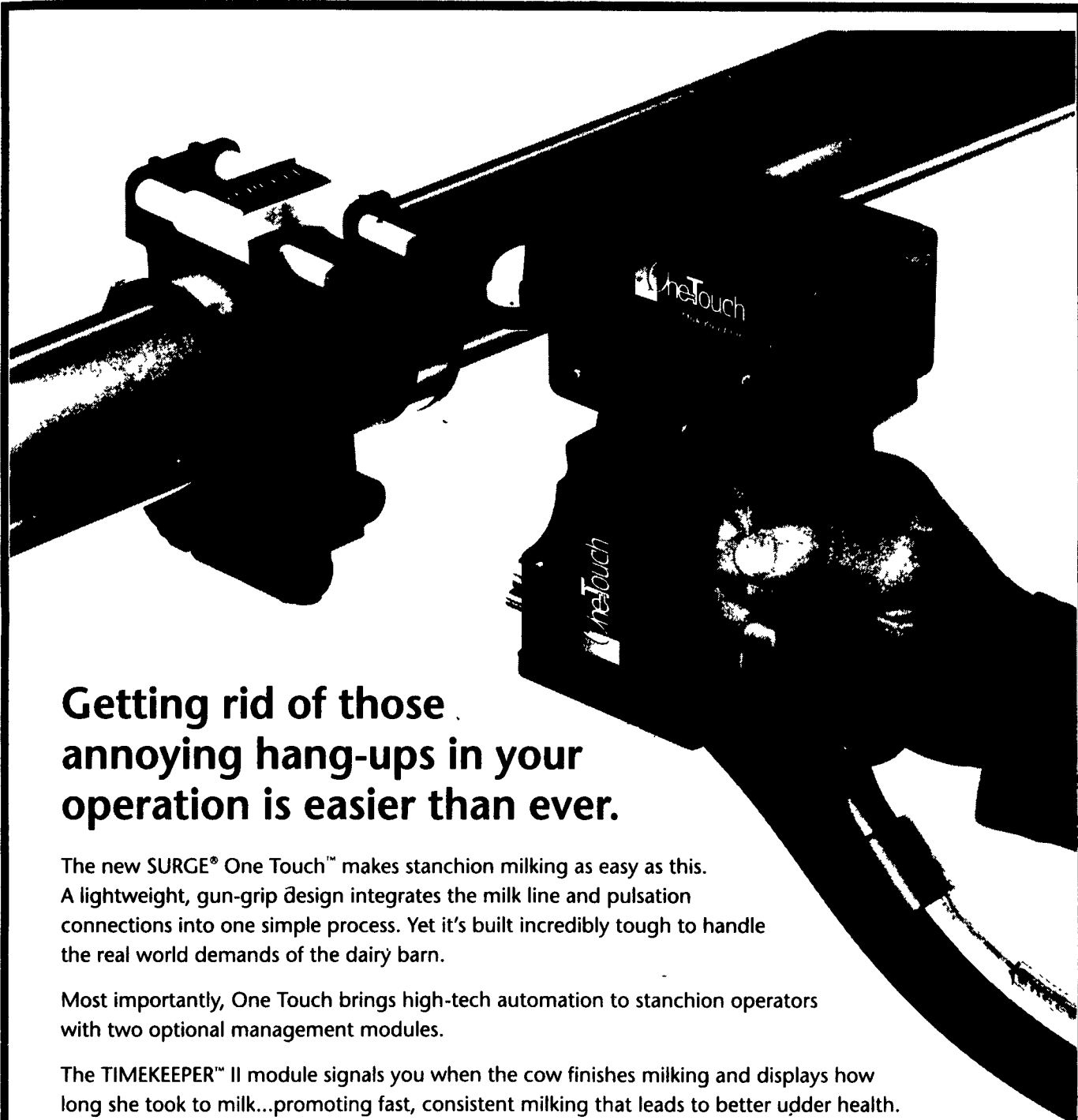
• Butter Bounce Backs and Bonuses — Fun surveys, questionnaires and give-a-ways. New

information on the '96 "Seasonal Celebrations Across America" cookbook that's free with your next butter purchase. See section for details.

The site's ultimate goal, according to Dick Cooper, vice president of retail programs and ser-

vices for butter marketing programs on behalf of the American Dairy Association, is to create a useful, fun, on-line information source for those who have an unabashed fondness for the great taste of butter and want to incorporate into their menus in a crea-

tive way. "As more consumers learn not to deprive themselves but to eat in moderation, they're coming back to butter in droves," said Cooper. "Now, these same people are searching for creative ways to enjoy real butter, and we've got just the information they're looking for."



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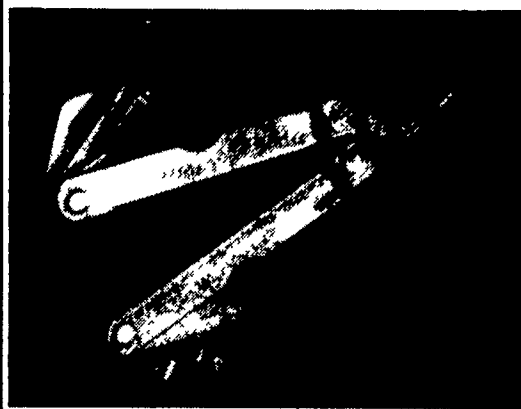
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