

HOUSE FOODS HELPS STUDENTS BOOST THEIR GPA NOT BMI THIS SEMESTER

Chef Mai Pham and Dr. Melina Jampolis Share Lessons in Smart Cooking and Eating at UC Berkley



Berkeley, CA, October 14, 2009 –Chef Mai Pham lightens up Asian noodle favorites with Tofu Shirataki Noodles at a UC Berkeley cooking demo sponsored by House Foods. (Photography by Kaz Tamaguchi)

October 14, 2009, Berkeley, CA — House Foods teamed up with Dr. Melina Jampolis, CNN diet and nutrition expert and Chef Mai Pham, executive chef and owner of Lemon Grass Restaurant in Sacramento and UC Berkeley’s Star Ginger at Café Three to help UC Berkeley start the semester on a healthy note. At a special campus event titled *Boost Your GPA not BMI this Semester*, Dr. Melina gave nutrition tips for eating well and avoiding college weight gain while Chef Mai showed students how to lighten up Asian noodle favorites with the delicious low-calorie, House Foods Tofu Shirataki Noodles.

During a lively presentation, Dr. Melina shed light on college weight gain and shared lifestyle strategies for optimal wellbeing. “Twenty-five percent of students gain at least five pounds in the first two months of college due to late night snacking and decreased exercise,” said Dr Melina. “Students can easily prevent this by making smarter eating choices which in turn lead to better grades.” The tips she shared include watching

portion sizes, planning meals and exercise, and getting friends on board with not giving into the Freshman Fifteen.

Chef Mai's sizzling pan captivated the audience as she showed them how to reduce the carbs and calories using House Foods Tofu Shirataki Noodles. "With these wonderful shirataki noodles, you can enjoy your favorite dishes without feeling guilty," said Chef Mai.

Chef Mai's 'enlightened' take on traditional Asian noodle dishes include:

- **Straight A Ginger Shirataki Noodle Salad**— refreshing and versatile, these noodles make great salads, snacks, and more elaborate meals.
- **Spicy Drunken Shirataki with Chicken**— for best flavors, do what Thai cooks do – start with a hot pan and go a little heavy handed on the garlic, chiles and Thai basil for an enticing, smoky savoriness.
- **Shiratakilicious Chicken Curry Noodle Soup** — adapted from the popular Thai noodle soup *kao soi*, this meal-in-a-bowl is hearty, soothing and satisfying all at once.

The calories and carbs in these dishes were significantly reduced by swapping traditional noodles with Tofu Shirataki Noodles, made from tofu and Asian yam flour. Chef Mai cut back on fats without sacrificing flavor by relying on bold herbs and aromatic ingredients such as Thai basil, ginger, sesame and lime. Developed with students in mind, Chef Mai's recipes call for minimal prep and cook time while using inexpensive and accessible ingredients.

"We are excited to bring together the culinary talent of Chef Mai Pham and nutrition savvy of Dr. Melina Jampolis for the benefit of a student audience," said Yoko Diffrancia, marketing supervisor at House Foods America Corporation. "We hope that this fun lesson remains with them for a lifetime of good eating."

In the spirit of healthy eating, House Foods concluded the event with a sweet surprise. The crowd was presented with a delicious and good-for-you tofu cheesecake. One lucky audience member was selected to receive a private one-on-one consultation with Dr. Melina as the rest of the attendees were instructed to take on the task of healthy eating as homework.

About House Foods America

Tofu specialists since 1983, House Foods America Corporation (HFAC) is dedicated to bringing you the most affordable, highest quality and widest range of the freshest, all-natural Tofu products. House Foods Tofu Shirataki Noodles are made from Tofu and Konjac, a vegetable in the yam family grown in Asia. This healthy, uniquely-textured noodle weighs in at only 20 calories and three grams of carbs per serving. Delicious and versatile, Tofu Shirataki Noodles lend themselves to an array of guilt-free dishes from Asian to Italian cuisine, while stretching your student dollar.

CONTACT for high-res images and other press inquiries:

Milena Perez, Dentsu Communications, 212-660-6787, mperez@dcinyc.com
Nicole Kruse, Dentsu Communications, 212-660-6794, nkruse@dcinyc.com



STRAIGHT A GINGER SESAME SHIRATAKI NOODLE SALAD

Created for House Foods by Mai Pham, chef and owner of the nationally acclaimed
Lemon Grass Restaurant in Sacramento, California

Makes 2 servings

Dressing

3 tablespoons chopped ginger
1 teaspoon chopped garlic
1 tablespoon lime juice
3 tablespoons sugar
1 teaspoon dried chili flakes
2 tablespoons soy sauce
1 tablespoon sesame oil
2 tablespoons vegetable oil plus extra for cooking
Salt to taste

6 to 8 medium fresh shiitake mushrooms, cut into ¼" slices
1 (8 oz) packages House Foods shirataki spaghetti noodles,
thoroughly rinsed in hot water, drained and squeezed dry with towel
1 cup thinly sliced green cabbage, rinsed and patted dry
½ cup thinly sliced red cabbage, rinsed and patted dry
1/2 cup thinly shredded carrots
1/3 cup mint leaves, coarsely chopped
3 tablespoons chopped cilantro

2 cups arugula or any leaf lettuces
2 tablespoons toasted sesame seeds

1. Place all dressing ingredients in a blender and process just until smooth. (You can also use a knife to finely mince the ginger and garlic and whisk the dressing by hand.) Set aside.
2. Place 1 tablespoon oil in sauté pan and heat over moderate heat. Add mushrooms; stir 1 minute then add 1 tablespoon dressing. Stir another 30 seconds and remove from heat.
3. Meanwhile place noodles and remaining dressing in a mixing bowl and toss several times. Set aside for at least 15 minutes to absorb flavors.
4. To assemble salad, add mushrooms, cabbages, carrots, mint and cilantro to the noodle mixture and toss gently.
5. Line plates with arugula and place noodle mixture on top. Garnish with sesame seeds and serve.



SPICY DRUNKEN SHIRATAKI WITH CHICKEN

Created for House Foods by Mai Pham, chef and owner of
the nationally acclaimed Lemon Grass Restaurant in Sacramento, California

Makes 2 servings

1/3 pound chicken breasts, cut into thin slices
2 teaspoons cornstarch

1 tablespoon water
2 tablespoons vegetable oil
2 tablespoons sliced shallots
1 teaspoon minced garlic
½ cup sliced yellow onions
1 teaspoon chopped Thai bird or serrano chiles or to taste
1 cup packed Thai basil leaves
1 ½ tablespoons fish sauce
1 ½ tablespoons oyster sauce
1 (8 oz) package House Foods shirataki fettucine noodles, rinsed thoroughly,
squeezed dry with towel
¼ cup chicken stock plus extra
½ red bell pepper, cut into thin strips
2 to 3 cups thinly sliced bok choy, blanched or spinach leaves

1. Combine chicken, cornstarch and water in a bowl and toss until evenly coated and set aside.
2. Heat oil in a large non-stick frying pan over moderate heat. Add shallots, garlic, onions, chilies and basil leaves and stir until fragrant, about 1 minute then add chicken. Cook until chicken begins to turn white, about 1 minute then add fish sauce, oyster sauce, noodles, chicken stock, red bell pepper and bok choy. Cook until chicken is done and vegetables are thoroughly hot, another 2 minutes. If pan is dry, add additional stock to moisten noodles. Serve immediately.



SHIRATAKILICIOUS CHICKEN CURRY NOODLE SOUP

the nationally acclaimed Lemon Grass Restaurant in Sacramento, California

Adapted from the popular Thai noodle soup *kao soi*, this meal-in-a-bowl is hearty, soothing and satisfying all at once. You can garnish the noodles with just about anything, from leftover turkey or chicken to tofu and vegetables.

Makes 4 servings

Broth

1 tablespoon vegetable oil
1 teaspoon minced garlic
2 tablespoons minced shallots
1 ½ tablespoons Thai yellow curry paste
½ tablespoon curry powder
½ teaspoon hot chili paste (sambal olek)
2 (12.5 oz) cans unsweetened coconut milk
3 cups low sodium chicken stock
1 ½ tablespoons fish sauce
½ pound cooked chicken, cut into bite size pieces
1 cup cooked sweet potatoes, cut into bite size pieces
¼ cup fried shallots

Noodle Assembly

1 ½ cup bean sprouts, blanched
2 (8 oz) packages House Foods shirataki spaghetti or angel hair noodles, rinsed thoroughly in hot water, squeezed dry with towel
2/3 cup snow peas, halved diagonally then blanched
2/3 cup baby bok choy, cut into bite size pieces, blanched or spinach leaves,
¼ cup red onions, sliced paper thin
¼ cup green onions, cut into thin rings
3 tablespoons chopped cilantro
2-3 chopped Thai bird chilies or 1 tablespoon dried chili flakes, *optional*
4 small lime wedges

1. Heat oil in a medium pot over moderate heat. Add garlic and shallots and stir until fragrant, about 20 seconds. Add curry paste, curry powder and chili paste and stir another minute. Add coconut milk, chicken stock, fish sauce, chicken and sweet potatoes and bring to a boil. Cook until chicken is done then reduce heat. Add half of the fried shallots and set aside.
2. To serve, place bean sprouts on the bottom of each preheated soup bowls. Top with equal portions of noodles (if necessary, reheat noodles in a microwave just until hot), snow peas, bok choy, red onions, green onions and cilantro. Ladle hot broth on top (make sure each bowl has chicken and sweet potatoes) and serve with chilies and lime on the side.