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HOUSE FOODS INVITES AMERICANS TO TAKE TOFU TO HEART THIS SEPTEMBER

America's Tofu Specialist Emphasizes Tofu's Health Benefits During National Cholesterol Education Month

Garden Grove, CA, September x, 2011—High cholesterol affects over 65 million Americans according to the US Department of Health and Human Services. With this epidemic in the spotlight during National Cholesterol Education month in September and the USDA's new MyPlate healthy eating campaign, House Foods America, tofu specialists since 1983, invites the public to incorporate tofu into their diets for overall wellbeing.

"Tofu is a cholesterol-free super food that has been linked to heart health benefits. It is high in protein, and low in fat and carbohydrates which makes it ideal for individuals seeking healthy alternatives to fattening proteins," said Yoko Difranca, marketing supervisor at House Foods America Corporation. According to the FDA, consuming just 25 grams of soy protein a day as part of a diet low in saturated fat and cholesterol may reduce your risk of heart disease.

Incorporating House Tofu in your diet is easier than you think. The [MyPlate](#) campaign launched this year by the USDA helps Americans include plant based proteins such as tofu into their diet by illustrating the new dietary guidelines, which include soy foods for the first time. Tofu is an easy substitute for your favorite protein and a versatile staple that takes on the flavor of marinades and seasonings. It can even be used as a protein extender without entirely replacing the meat or chicken you love. House Tofu comes in a variety of firmness levels from soft (silken) to super firm, lending it to everything from desserts to grilled dishes.

Among House Foods' latest ambassadors is Steve Smith, All-Pro Wide Receiver, who values the importance of a healthy diet on and off the field. Tofu has become a go-to food for Smith who first tried the super food in 2007 as part of a healthy eating and training regimen while training for the NFL Draft. Smith now encourages fans to join him in embracing the health benefits of tofu.

“House Foods looks forward to helping Americans on their journey to improved health and wellbeing,” said Ms. Difrancia. “Incorporating nutrient-rich foods such as tofu into a balanced diet is an attainable year-round goal for the entire family.”

Visit the [House Foods website](#) and newly launched [Facebook page](#) to learn more about making House Tofu a part of your balanced, heart-healthy diet, new products, giveaways, and recipes. A few easy-to-make House Tofu dishes to get you started include:

- [Spicy Tofu Chili](#)—House Foods Firm Tofu replaces fattening ground beef in this heart-healthy dish that’s perfect for the football season.
- [Turkey Tofu Burger](#)—Gradually introduce your family to House Foods Tofu by adding it to these crowd-pleasing burgers.
- [Tofu and Vegetable Stir Fry](#)—Use House Foods Extra and Super Firm Tofu in place of your favorite protein and serve a nutritious, delicious dinner in minutes.

House Foods Tofu Cooking Tips

- Eat it raw, purée it, bake it, or grill it—tofu’s possibilities and flavors are endless.
- House Foods Tofu comes in six firmness levels. **Soft (Silken) Tofu** is great for dips, salad dressings, sauces, shakes, and cheesecake. **Medium Firm Tofu** works well in casseroles, soups, and salads. When in doubt of the firmness you need, use all-purpose **Firm, Extra Firm, and Super Firm Tofu** for crumbling, stir-frying, sautéing, and grilling.
- Have leftover tofu? Place in an airtight storage container and cover with water. Once the tofu is open we suggest it be consumed within 2-3 days.
- Can I freeze tofu? You can freeze tofu but it will take on a different texture that makes a great substitute for meat in this form. To use frozen tofu, simply let it defrost and squeeze out any excess liquid before cooking.

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 Tofu products. House Foods America uses only non-genetically modified (non-GMO) soybeans grown in North America and is committed to the environment with the use of solar power in its Garden Grove, California production facility. In a taste test conducted by the San Francisco Chronicle, House Foods Tofu was rated #1 and described as “creamy,” “tender” and “fresh-tasting”. For more information visit www.house-foods.com