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Giants receiver Smith pitching tofu

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Real men eat ... tofu?

Steve Smith of the Giants says so.

Smith is the new face of House Foods America Tofu, chosen “to bring tofu to an untapped demographic.” That presumably would be the football-playing and football-watching population.

“Many men believe that eating tofu is not cool,” a press release stated. “House Foods America hopes that Steve Smith will be able to change that perception by doing what he does best, leading by example.”

Smith’s 2010 season was cut short because of a knee injury that necessitated serious microfracture surgery to repair cartilage damage. As he rehabs, Smith no doubt will be maintaining a healthy lifestyle. He first tried tofu in 2007 as part of a healthy eating and training regimen while he was in Florida training for the NFL Draft.

“When I learned of the great health benefits of tofu, I started calling it my ‘money food,’” Smith said. “The healthier I eat, the better shape I am in, and the better I perform on the field.”

The partnership includes a microsite (www.touchdowntofu.com), which will have giveaways of signed memorabilia and sweepstakes. The site is scheduled to launch March 10.

“Steve Smith is the perfect person to say to the men and boys of the world that eating tofu instead of steak or chicken sometimes is a good thing,” Yoko Difrancia, marketing supervisor at House Foods America Corporation, said. “He is a pro football player who has found success on and off of the field. Whether he is playing an integral role in securing a Super Bowl victory or advocating for his favorite charities, he succeeds.”