

FOR IMMEDIATE RELEASE

Contact:

Milena Perez  
Dentsu Communications  
212-660-6787  
[mperez@dcinyc.com](mailto:mperez@dcinyc.com)

## **HOUSE FOODS AMERICA CONNECTS WITH NEW YORK ALL-PRO WIDE RECEIVER STEVE SMITH, TO BRING TOFU TO AN UNTAPPED DEMOGRAPHIC**

### **Real Men Eat Tofu**

Garden Grove, California, February 22, 2011— In American football, if it is third and long you go to your most reliable receiver to get the first down. House Foods America, tofu specialists since 1983, has done just that by connecting with New York All-Pro wide receiver Steve Smith to reach outside the traditional tofu eating demographic. Many men believe that eating tofu is not cool. House Foods America hopes that Steve Smith will be able to change that perception by doing what he does best, leading by example.

“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,” said Yoko Difrancia, marketing supervisor at House Foods America Corporation. “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.”

Known for leading the Giants in 2009 with seven touchdowns and a team record breaking 107 receptions, Smith is committed to eating healthy. He believes that his attention to detail when it comes to his diet is something that helps separate him from some of his peers. Smith 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’.” The healthier I eat, the better shape I am in, and the better I perform on the field,” said Smith.

The partnership with Steve Smith as a House Foods America Brand Ambassador will include a microsite ([www.touchdowntofu.com](http://www.touchdowntofu.com)) that is scheduled to launch in March. The microsite will include giveaways of signed memorabilia, sweepstakes, and much more. In addition to the microsite, Smith will periodically announce tie-in events and giveaway promotions to his 200,000+ fans on Facebook and Twitter at [facebook.com/SteveSmith](https://www.facebook.com/SteveSmith) and @SteveSmithNY. Steve Smith will also be signing autographs at the House Foods

booth 3474 at the Natural Product Expo West in Anaheim, CA on March 12. Multiple outdoor advertisements are also slated to run in the Southern California and NY Metro areas starting the week of September 5.

“Just as his football team’s Quarterback depends on him for his sure hands and skill in getting the crucial first down, House Foods America is proud to have a Brand Ambassador from Southern California who is as healthy as our Tofu products and has strong ties to our key markets in New York and New Jersey.” said Ms. Diffrancia.

### **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. 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](http://www.house-foods.com)

### **About Steve Smith**

Steve Smith attended the University of Southern California and is a Pro Bowl wide receiver who began his career with the New York Giants in 2007. During his rookie season, Steve played an integral role in their Super Bowl XLII victory with 5 catches for 50 yards, including a key 12-yard catch on 3rd-and-11. After two seasons under the radar, Smith burst onto the scene in 2009 with 107 receptions, obliterating the previous single-season record of 82 receptions held by Amani Toomer. Before reaching this milestone, the Giants had never had a receiver break the 100-reception mark in one season. To keep up with Steve, follow him on Facebook at [facebook.com/SteveSmith](https://facebook.com/SteveSmith) and Twitter @SteveSmithNY, where he provides his fans with regular updates of his life.