

## salad dressing gets to the “heart” of the matter

- Researchers at Harvard University have found that salad dressings contain alpha linolenic acid, an omega-3 fatty acid that has protective effects against heart disease. Women who consumed one to two tablespoons of Italian-style salad dressing five to six times a week had about a 50 percent reduction in heart disease. (Mayonnaise and creamy-based dressings also had a beneficial effect, although not as great as the oil and vinegar-based dressings.)
- Salad dressing may be the next great cholesterol-fighter, according to the U.S. government. Government research found that adding four tablespoons of salad dressing that contains soybean sterols (a soybean extract) to an already low-fat diet can double the reduction in cholesterol. For some people, this might eliminate the need for special cholesterol-lowering drugs.



## honey-bee dijon dip

HEART SMART HONEY!

- 1 Tbs. Dijon style mustard
- 1 Tbs. Grainy mustard
- 2 Tbs. Honey
- 1 Tbs. Light mayonnaise

In a small bowl, combine all ingredients until smooth and well combined. Serve as a dip for vegetables, chicken fingers or as a sandwich spread.

## caribbean fiesta salad

A SEAFOOD TREAT!

### DRESSING

- 1 Jar (12 oz.) Peppercorn salad dressing
- 1/2 C. Sour cream
- 1 Tbs. Chopped parsley
- 1 Tsp. Lemon juice
- Dash hot sauce

In small bowl, whisk ingredients together until smooth. Pour over salad. Toss to coat evenly. Serve immediately.

### SALAD

- 1 Lb. Small shrimp, cooked and cleaned
- 1 Can (6 oz.) Crab meat, drained and flaked
- 3 C. Shredded romaine lettuce
- 2 C. Chopped fresh spinach
- 1 C. Chopped fresh arugula
- 1 C. Cherry tomatoes, sliced
- 1/2 C. Sliced yellow pepper
- 1/2 C. Sliced red pepper
- 6-8 Fresh mushrooms, thinly sliced

In a large bowl, combine all salad ingredients well. Set aside. Prepare dressing and pour on before serving.

Serves 6-8.



## cool sunshine salad

A SUMMER DELITE!

### DRESSING

- 1/2 C. Light French salad dressing
- 1/4 C. Creamy Italian salad dressing

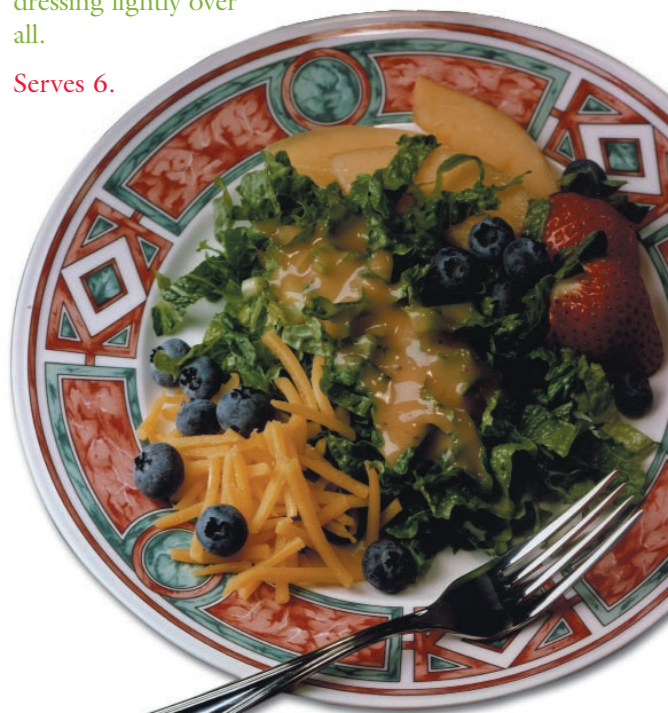
In a small bowl, whisk dressings together until smooth. Cover and refrigerate for at least 1 hour before using.

### SALAD

- 1 Head Romaine lettuce, washed and thinly shredded
- 6 slices Cantaloupe
- 6 Strawberries, stems and caps removed
- 1 C. Blueberries, rinsed and stemmed
- 6 oz. Sharp cheddar cheese, grated

Divide shredded lettuce equally among 6 plates, mounding lettuce in the center of the plate. Arrange cantaloupe slices along edges of plates. Halve strawberries and place on cantaloupes. Arrange a cluster of blueberries and a small mound of shredded cheddar cheese on edge of plate opposite of cantaloupe. Drizzle dressing lightly over all.

Serves 6.



Brought to you by the Association for Dressings and Sauces.

The Association for Dressings and Sauces is an international association of salad dressing, mayonnaise, mustard and other condiment manufacturers and their suppliers. Visit the ADS Web site – [www.dressings-sauces.org](http://www.dressings-sauces.org) – for more information about salad dressings, including recipe ideas and the latest health benefits research. The site also features games and activities for the whole family to enjoy.



THE ASSOCIATION FOR  
DRESSINGS  
& SAUCES

The Association for Dressings and Sauces  
5775 Peachtree-Dunwoody Road  
Building G, Suite 500  
Atlanta, GA 30342  
Email: [ads@kellencompany.com](mailto:ads@kellencompany.com)  
Web: [www.dressings-sauces.org](http://www.dressings-sauces.org)



salad dressing isn't  
just for salads anymore





## mark your calendar IT'S NATIONAL SALAD MONTH!

When **Shakespeare** spoke of “salad days,” he referred to a time of youthful freshness — much like the days of May, when the newness of spring still lingers. Although the fresh flavor and nutritious value of salads are enjoyed all year round, May has been named National Salad Month and serves as a tasty reminder to eat more greens.

There's no doubt about it — Americans love their salads. Salad consumption is at an all-time high, with 73% of U.S. households serving salad regularly and lettuce sales exceeding \$1 billion. Of course, most of us don't consider our salad to be complete without salad dressing!

According to a recent Gallup survey, almost every salad eaten in the U.S. is topped with salad dressing and more than 60 million gallons of salad dressing are consumed each year.

Celebrate National Salad Month by eating a fresh, delicious salad topped with salad dressing today!

## facts & forkllore: HISTORY OF SALAD DRESSING

The popularity of salads and salad dressing goes back nearly 2,000 years, when the Babylonians used oil and vinegar to dress their greens. Early Romans preferred their grass and herb salads dressed with salt, while Egyptians flavored their salads with oil, vinegar and Oriental spices. Salad also was a favorite in the great courts of European monarchs — royal salad chefs often combined as many as 35 ingredients in one enormous salad bowl.

In the 20th century, Americans went a step further in salad development — making it a fine art by using basic ingredients (including oil, vinegar and spices) to create an infinite variety of dressings. Store-bought dressings were largely unavailable until the turn of the century, so home chefs started from scratch using their own mix of ingredients. Gradually, restaurants began packaging and selling their dressings to delighted customers, and the salad dressing industry was born. Some of today's most popular salad dressing brands were on the market as early as the 1920's.

## america's favorite salad dressings



Ranch dressing ranks as America's favorite, followed by Italian, Creamy Italian, Thousand Island, French and Caesar.

## what's in a name?

SOME SALAD DRESSINGS HAVE UNIQUE NAMES. HERE'S HOW A FEW OF THEM CAME TO BE:

**Green Goddess** — This mixture of mayonnaise, anchovies, tarragon, vinegar, parsley, scallions, garlic and other spices was created at San Francisco's Palace Hotel in the 1920s for actor George Arliss, who stayed at the hotel while performing in “The Green Goddess” (a play that later became one of the first movies with sound).

**Russian** — The earliest versions of this dressing — a mixture of mayonnaise, pimentos, chives, ketchup and spices — also included a distinctly Russian ingredient: caviar.

**Thousand Island** — Made from bits of green olives, peppers, pickles, onions, hard-boiled eggs and other finely chopped ingredients, this dressing commemorates the Thousand Islands in the Saint Lawrence River.

**And what about “salad?”** It's from the Latin phrase “herba salta” or “salted herbs” — so called because greens were usually seasoned with dressings that contained large amounts of salt.



## salad dressing isn't just for salads anymore

Salad dressings have always added zest and flavor to our favorite salads. But that's just the tip of the iceberg lettuce! Consider these fun, alternative ways to use salad dressing in a variety of dishes:

- Marinate chicken breasts or fish fillets in Italian dressing prior to cooking.
- Use mayonnaise, sour cream and your favorite dry dressing mix to make a quick and easy dip.
- Use Thousand Island dressing in place of ketchup on hamburgers and sandwiches.
- Top a baked potato with Ranch dressing instead of sour cream.

## The “Good for You” Fat

For centuries, salad dressing has been used to make nutrient-rich, low-fat, high-fiber foods taste better. When used properly and in the right amounts, salad dressing makes these typically bland foods more appealing — all while keeping fat intake at an acceptable level.

Some dietary fat is essential, providing energy and helping the body transport and use certain vitamins (including vitamins A, D, E and K). Salad dressing is made from vegetable oils, which are excellent sources of heart-healthy unsaturated fats. According to leading health authorities, it is important to consume unsaturated fats in place of saturated fats whenever possible.

For those who keep an extra-close eye on fat intake, there also are many flavors of light, reduced-fat, low-fat and fat-free salad dressings on the market.

## just for fun: what your salad dressing says about you

According to a recent Telenation survey done for the Association for Dressings and Sauces, your salad dressing flavor preference says a lot about you:

**People who prefer Ranch dressing** — today's most popular salad dressing — are typically younger adults with children. They like to be healthy, but they have less time and energy for exercise and healthful eating.

**Blue Cheese fans** are among the wittiest of salad dressing users and are most likely to be middle-aged and male. Most do not participate in a regular fitness regimen and tend to favor leisure activities such as reading and watching television.

**Those who favor Italian dressing** love to try new things and have an adventurous spirit. Italian lovers are also more likely to dress in the latest fashions, have Internet access and work in professional jobs.

**Most Thousand Island users** enjoy social activities as well as cultural activities, such as concerts and plays. They even see themselves as sociable, which may explain why most are in executive or managerial jobs that require a lot of social contact.

Compared to other salad dressing users, **French fans** are less likely to be outgoing and more likely to be shy. They also see themselves as less witty and less spontaneous.