



MFA SUGGESTED TIPS FOR SUPERMARKET NEWSLETTERS

The healthfulness of the Mediterranean Diet is consistently substantiated by numerous scientific studies each year. However, there is still a large consumer population that is yet to discover the nutritious and delicious benefits of the Mediterranean Diet. To help consumers and families bring the gold-standard Mediterranean Diet into their daily meals, we have composed a few helpful tips that speak to various target markets, such as parents, seniors, and women.

SUPERMARKET TIPS FOR PARENTS

The Mediterranean Diet is all about delicious foods, flavors, textures and colors, with something for everyone – even finicky eaters! Keep these tips in mind as you shop for your family.

- ❖ Plan meals in advance. Make a shopping list and buy most of what you need in one trip to the store per week. Build up your pantry to keep Mediterranean ingredients such as olive oil, canned tomatoes, whole grains, pasta, and tuna on hand. Buy additional fresh produce and seafood a few times a week.
- ❖ Be prepared when hunger strikes. When kids need an after-school snack, offer up small bowls of Mediterranean dips like hummus, tzatziki, baba ghanouj, and spicy muhammara. Pair the dips with an ever changing variety of fresh vegetables, or offer whole grain pita bread for dipping.
- ❖ Follow the Mediterranean Diet Pyramid and encourage your kids to eat vegetables every day. Add veggies to the foods your kids already like. If pancakes are popular, add some grated carrots, or shredded zucchini to the batter. Toss frozen peas and corn with pasta or mac and cheese. Or, add diced sautéed onions, peppers and feta to scrambled eggs.
- ❖ The Mediterranean Diet Pyramid recommends eating several pieces of fruit each day. Make fruit a part of your family's daily diet. Dice up apples and strawberries or toss a few blueberries into the morning meal. If your child is looking for a savory snack, offer up black or green olives as nutritious option. Stock up on clementines, grapes, pears, and melon for after school munching. Encourage kids to eat fresh fruit rather than drinking fruit juice for a better source of fiber, which is often lacking in their diets.
- ❖ Mediterranean vegetables are very versatile, so experiment with different cooking methods. Kids often prefer a raw or roasted carrot to a steamed one. Eggplant that is sliced, brushed with olive oil and lightly browned on both sides under the broiler may have more appeal than when it is sautéed – and soft. Try serving potatoes as healthy, oven-baked fries rather than mashed with butter and cream.
- ❖ The Mediterranean Diet recommends eating fish twice a week. If you haven't been a fish-eating family, serve small helpings of mild-flavored mahi-mahi, cod, or tilapia and experiment with flavorful Mediterranean marinades using oregano, garlic, lemon juice and basil.
- ❖ If hamburgers are popular fare in your household, bring home several varieties of veggie burgers and ask your family to choose their favorite. Mediterranean wraps with spicy hummus or pitas stuffed with tabbouli and falafel may be big winners in your household – you just have to give them a try.
- ❖ Make your own trail mix. The Mediterranean Diet Pyramid recommends eating small amounts of nuts in order to benefit from their healthy proteins, fats, and fiber. In a large bowl, combine peanuts, chopped walnuts, almonds, raisins, dried cranberries or blueberries, and whole grain cereal. Package it in "snack-size" zip-lock bags to have on hand for car trips and lunch boxes.
- ❖ To get the family involved in preparing meals, take them around the world without leaving the kitchen – schedule theme nights such as "A Night in Tuscany" and make a hearty soup with beans and farro. Experiment with the different flavors of each region and get your kids excited about trying new dishes. AND let your kids help prepare the meals. If your children don't learn basic kitchen skills they'll regret it later in life and won't have a legacy to pass along to their children.



◆ SUPERMARKET TIPS FOR WOMEN ◆

The Mediterranean Diet isn't just one more fad to follow. It's a healthy way of eating that can help everyone live a longer life and lower the risk of disease. It also offers many nutritious ways to help women improve their lifelong health. Since heart disease is the leading cause of death for women and osteoporosis strikes thousands of women each year, it's especially important to know which foods are heart-healthy and good for the bones. Choose food sources that contain important nutrients and get into the habit of eating a variety of foods every day. The Mediterranean Diet is far more effective than crash diets or skipping meals for weight maintenance and healthy bodies.

Here are some important ways women can use the Med Diet as a guide when shopping for food:

- ❖ Follow the Mediterranean Diet Pyramid when selecting your weekly produce and be sure to eat several servings of fruits and vegetables each day. Choose a variety of greens, cucumbers, avocados, and sprouts for salads, plus peppers, carrots, celery, broccoli, and summer squash to eat raw with hummus, or to sauté or stir fry for a quick and easy meal.
- ❖ Since women are at a greater risk than men for developing osteoporosis, the Mediterranean Diet is highly beneficial since it features calcium-rich foods such as Greek yogurt, beans, broccoli, spinach, kale, brussel sprouts and collard greens.
- ❖ Another benefit of the Mediterranean Diet is that it contains potassium-rich foods such as potatoes, greens, legumes and winter squash that support muscle development and lower blood pressure, which are especially important to women.
- ❖ Iron-rich foods such as lentils, spinach, almonds, lean red meat and dark meat poultry are good sources of iron, and important food choices for women who are at risk of developing iron-deficiency anemia.
- ❖ The Mediterranean Diet has been scientifically proven to be good for the heart. Start your day with whole grains such as oatmeal and benefit from a fiber-rich food that can keep you feeling pleasantly full for hours as well as lower cholesterol and help keep arteries clear. Shop for fresh fruit and Greek yogurt to go with it.
- ❖ Fat isn't something to avoid! In fact, you need healthy fats to reduce the risk of heart disease and enjoy vibrant skin, shiny hair, and strong fingernails. And, healthy fat can help you feel full after a meal, reducing cravings and snack attacks. Plus, "good" fat promotes a healthy pregnancy and is important to your baby's developing brain. Shop for Mediterranean ingredients that are loaded with healthy fats:
 - ~ **EXTRA VIRGIN OLIVE OIL:** Rich in monounsaturated fats, it reduces the risk of heart disease and adds wonderful flavor to everything it is drizzled over.
 - ~ **FISH:** The Med Diet recommends two servings of fish per week. Salmon is especially rich in omega-3 fatty acids that help reduce blood pressure and risk of heart disease. If fish is new to you, buy small portions of mild-flavored halibut or flounder as an introduction.
 - ~ **NUTS:** Nuts and peanuts are good sources of protein and fiber. Eat ¼ cup as a snack or use as a topping for yogurt, vegetables or salads.
 - ~ **OLIVES:** This low calorie snack contains heart-healthy monounsaturated fats, essential fatty acids, and natural anti-oxidants.



◆ SUPERMARKET TIPS FOR SENIORS ◆

The Mediterranean Diet helps seniors enjoy increased mental acuteness and higher energy levels, plus it aids in resisting disease and improves the immune system. It also provides a way to lose weight and prevent weight gain when paired with a routine of weight-bearing exercise, such as walking.

Here are a few tips to help senior shoppers who are cooking for one or two find the best foods for good health:

- ❖ Shop for fiber-rich foods, which are especially important in helping seniors maintain digestive regularity. Instead of supplements and pills, the Mediterranean Diet recommends plenty of fruits, vegetables, beans, nuts and peanuts, which are great sources of fiber. Plus, these foods contain vitamins, minerals and enzymes to aid digestion.
- ❖ Buy fish. Shop at stores that sell fresh fish and can cut small pieces to feed one or two people. The Mediterranean Diet recommends eating fish twice a week, especially fatty fish like salmon which is rich in omega-3 fatty acids that reduce blood pressure and lower the risk of heart disease.
- ❖ Reach for products that naturally contain calcium, which can help reduce the risk of developing osteoporosis. Mediterranean ingredients such as beans, dairy products, and spinach head the list. Greek yogurt is an excellent choice since it's rich in calcium and vitamin D and contains twice the protein of regular yogurt.
- ❖ Think of meat as a condiment or side dish, rather than the main event at a meal. Mediterranean fruits, vegetables and whole grains packed with unique flavors and textures can easily serve as a satisfying main feature. Add only small amounts of lean meats such as beef round, loin, or sirloin. Open the package as soon as you get home and cut it up into small serving amounts. Make your meat purchases go the distance by individually wrapping and freezing portions for later in the week.
- ❖ It is easy to meet the Mediterranean Diet's quota of daily fruits and vegetables by shopping in the store's deli section and salad bar where you can purchase small amounts of raw and cooked vegetables, salads, and olives. That way, you can take what you need and do not have to worry about spoilage.
- ❖ Lots of Mediterranean fruits and vegetables can be found in the frozen food aisle. Buy them in bags, which makes it easy to take out small amounts at a time and reseal. Add them to soups and stews, or toss with pasta or rice.
- ❖ Your weather may not always be as pleasant as it is in the Mediterranean. Learn about your supermarket's delivery service. Can it provide you with food when the weather is bad or if you can't get out of the house? Also contact the store to learn what special programs or services they offer to seniors.
- ❖ Feeling overwhelmed? Many supermarket chains have registered dietitians on staff ready to help. Ask them about ways to integrate the Mediterranean Diet into your meals, or ask for a few Mediterranean recipes to get you on your way.



RECIPES FOR PARENT AND KIDS

Mediterranean Pizza

Serves 4

Here's the Greek version of an American favorite. It's quick, easy and sure to become a new family favorite.

Ingredients

1 whole-wheat prepared pizza crust
1 cup hummus
3 tablespoons feta cheese, crumbled
1 large ripe tomato, sliced
1/2 cup fresh oregano
1/2 red onion, sliced
salt and pepper to taste

Preparation

Preheat oven to 450°F. Spread hummus on to pizza crust. Top with feta, tomatoes, and oregano. Cook for 10 minutes. Serve hot and enjoy!

Recipe adapted from Sabra on behalf of the Mediterranean Foods Alliance



Blueberry Smoothie

Serves 2

4 simple ingredients and the knowledge that your child is starting the day on the right foot!

Ingredients

1 cup Greek yogurt
1 cup apple juice
1/4 cup honey
2 cups fresh blueberries

Preparation

Combine all ingredients in a blender, and puree on high until smooth.

Recipe courtesy of Oikos Organic Greek Yogurt on behalf of the Mediterranean Foods Alliance



Healthy Peanut Snack Mix

Serves 6

Give your kids the energy they need when they are on the go with this hearty snack.

Ingredients

12 ounces dried apricots, chopped
1 1/2 cups unsalted, roasted peanuts
1 cup almonds
1 cup raisins
1 cup banana chips
1 cup dried pineapple, coarsely chopped

Preparation

Mix all ingredients and store in an air-tight container.

Recipe adapted from The Peanut Institute on behalf of the Mediterranean Foods Alliance





RECIPES FOR WOMEN

Salmon on a Bed of Leeks

Serves 2

Ready in under 15 minutes, this heart-healthy meal is a go-to dish for weeknight meals.

Ingredients

- 1 bunch leeks (3 to 4)
- 2 tablespoons extra virgin olive oil
- 1/2 cup dry white wine or vermouth
- 2 3-ounce salmon fillets
- 2 tablespoons grated Gruyere cheese

Preparation

Trim green tops and root ends from leeks; slit vertically into quarters, leaving 1/3 inch intact at root end. Wash each section well. In 10-inch saute pan, heat olive oil over medium heat. Add leeks and cook 2 to 3 minutes, stirring often, until leeks are wilted. Stir in wine, arrange salmon on leeks, sprinkle with salt and pepper. Reduce heat to low, cover and cook 5 minutes. Sprinkle cheese over salmon, cover and cook another 3 to 5 minutes or until salmon is opaque around edges and firm, and cheese is melted. Transfer to warm dinner plates with broad spatula and serve immediately.

Recipe adapted from The National Fisheries Institute on behalf of the Mediterranean Foods Alliance



California Summer Harvest Salad

Serves 2

A light, refreshing salad packed with great taste and heart-healthy fats.

Ingredients

- | | |
|------------------------------|---|
| 2 tablespoon olive oil | 1 fresh nectarine or peach, peeled, seeded and sliced |
| 1 lemon, juiced | 1 ripe, avocado, peeled, pitted and sliced |
| 1 teaspoon honey | 1 ounce feta cheese, crumbled |
| 1/4 teaspoon salt | |
| 1 dash nutmeg | |
| 1 (5-ounce) bag baby lettuce | |

Preparation

In a large bowl, combine olive oil, lemon juice, honey, salt and nutmeg. Add lettuce; toss to combine with dressing. Arrange nectarines or peaches and avocado slices on top of salad. Scatter cheese crumbles on top and serve immediately.

Recipe courtesy of California Avocado Commission on behalf of the Mediterranean Foods Alliance



Roasted Portabella Mushrooms

Serves 4

A healthy, vegetarian appetizer that is ready in under 15 minutes.

Ingredients

- 4 portabella mushrooms
- 1 cup bottled pasta sauce with artichokes
- 3 tablespoons extra-virgin olive oil
- Salt and freshly ground black pepper
- 2 tablespoons fresh Italian parsley
- 1/4 cup grated Parmigiano Reggiano

Preparation

Wipe four large portabella mushrooms with a damp paper towel, gently remove stems and scoop out 1 – 2 tablespoons of the gills, to allow room for topping. Brush with olive oil and sprinkle with salt and pepper. Grill over medium heat for approximately seven minutes. Fill each mushroom hat with 1/4 cup of pasta sauce. Sprinkle with parsley and freshly grated Parmigiano-Reggiano and continue to cook for an additional five minutes until portabella mushrooms are done.

****Note:** These mushroom can also be broiled or baked.

Recipe adapted from Lucini® on behalf of the Mediterranean Foods Alliance





RECIPES FOR SENIORS

Anastasia's Greek Eggplant

Serves 4

You never knew a vegetable could taste this good! Try it and see for yourself.

Ingredients

- 1 large eggplant – cut into 1/2-inch slices
- 1 tablespoon extra-virgin olive oil
- 1 onion, chopped
- 1 cup tomato puree
- 1 cup plain Greek yogurt
- 1 cup water
- 1 teaspoon dried oregano, crushed
- 1/2 cup freshly grated Parmesan cheese

Preparation

Preheat oven to 350 F.

Sprinkle the eggplant slices with salt and place in a colander for about 15 minutes. Pat the eggplant with paper towels to remove moisture.

Place the eggplant slices on a greased baking sheet and brush generously with olive oil. Place under a preheated broiler and broil until golden brown, about 5 minutes per side.

Combine the remaining ingredients (except cheese) for the sauce in a blender and puree until smooth. Layer half the eggplant slices in a greased baking dish and spread half the sauce over them. Repeat with the remaining eggplant and sauce. Top with the grated cheese. Bake until golden brown, about 45 minutes.

Recipe adapted from Greek Gods on behalf of the Mediterranean Foods Alliance



Easy Pasta Primavera

Serves 6

Get your full dose of vegetables in this tasty weeknight meal.

Ingredients

- 1 (16-ounce) package fusilli or penne, cooked and drained
- 1 cup red bell pepper, strips
- 1 cup green bell pepper, strips
- 3 cups zucchini, thinly sliced
- 2 cloves garlic, minced
- 1/2 cup extra-virgin olive oil
- 2 tablespoons red wine vinegar
- Parmesan cheese, grated, to taste

Preparation

Cook the pasta in boiling water until tender, but firm to the bite. In the meantime, simmer the vegetables and garlic in the olive oil just until tender. Toss with the cooked, drained pasta and the vinegar. Top with Parmesan cheese and serve immediately.

Recipe courtesy of Pompeian Olive Oil on behalf of the Mediterranean Foods Alliance





Wholesome Ingredients, Wholesome Goodness

Why is the Mediterranean Diet so good for you? Is it the olive oil? Grapes? Asparagus? The answer is all of the above! It's a combination of foods that make the Mediterranean Diet so powerful. But a few certain foods are especially nutritious. Take a look below to learn about the nutritional benefits of these Mediterranean superfoods.

❖ AVOCADOS

- ▶ High in fiber, healthy monounsaturated fats, magnesium, folate, and vitamin E.
- ▶ Eat in salads, as a dip, or out of the shell with a spoon.

❖ BARLEY

- ▶ Packed with fiber and B vitamins and helps lower cholesterol.
- ▶ Eat for breakfast, in soups, stews, and risottos.

❖ BEANS

- ▶ A great source of protein and fiber
- ▶ Eat often, in place of red meat, or in salad and soups.

❖ GARLIC

- ▶ A potent source of vitamin C, potassium, and polyphenols
- ▶ Provides distinctly different flavors when eaten sautéed or roasted; experiment with it both ways.

❖ OLIVES AND OLIVE OIL

- ▶ Filled with healthy monounsaturated fats, vitamin E, and antioxidants
- ▶ Drizzle olive oil over meat, seafood and salads for a nutritious flavor enhancement.
- ▶ Add flavor to any dish by adding olives, or enjoy this nutritious fruit on its own as a snack.

❖ NUTS AND PEANUTS

- ▶ Packed with protein, fiber, and heart-healthy fats
- ▶ Stick to small servings since they are high in calories.

❖ SALMON

- ▶ A great source of heart healthy omega-3 fatty acids
- ▶ Aim for 2 to 3 three-ounce servings a week.

❖ TOMATOES

- ▶ Contains lycopene, a healthy antioxidant, and vitamin C and stimulates the immune system
- ▶ Dice, slice, or stew tomatoes to make an excellent addition to soups and salads.

❖ WINE

- ▶ Contains powerful antioxidants from the grape skins and seeds, shown to increase good HDL cholesterol and help prevent strokes
- ▶ Drink wine in moderation: 1 glass a day for women and up to 2 glasses a day for men.

❖ YOGURT

- ▶ Packed with protein and calcium, helps protect and strengthen bones, while beneficial bacteria aids in digestion.
- ▶ Eat alone or on top of fruit or cereal, or add a dollop to your chili for a smooth flavor and thickness.