



Weekly Produce Newsletter

FEBRUARY 22nd 2010



GRAND OPENING FEBRUARY 22nd 2010
 17245 Chesterfield Airport Road Chesterfield, MO

**Jason's Deli is a fast casual restaurant chain serving the four S's -
 "Sandwiches, Salads, Soups, and Spuds"**

Our delis feature a self service salad bar, a daily soup selection, desserts, along with sandwiches and "spuds" (baked potatoes). The Muffaletta is a huge sandwich on 10-inch sesame seed bread with ham and hard salami, or turkey, with provolone cheese and an olive mixture. Po' boys, such as the Beefeater and Meataballa are featured, along with classic sandwiches such as Club, BLT, Reuben, and Tuna Melt.

Contemporary sandwiches such as Wraps and Paninis are available, as well as a "Wrapini" created by Jason's (a wrap grilled on the panini grill). The Spuds are giant baked potatoes stuffed with various fillings.



Jason's Deli, known for their great selection of fresh sandwiches and salads, recently asked Huhtamaki to help them reduce the amount of foam packaging from their stores.

Huhtamaki reviewed Jason's needs and provided them with a variety of solutions including environmentally favorable products like: Chinnet® molded fiber plates made from 100% post industrial recycled fiber and certified compostable Paper cups and containers made from paperboard sourced from companies endorsed by the Sustainable Forestry Initiative® (SFI) and using elemental chlorine free technology

Jason's Deli got products that helped them achieve their performance and environmental sustainability goals. Offering products that look and perform great and are better for the environment is part of what we're all about

*Fresh-Made Catering
 ONLINE
 For All Occasions*





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Jason's Deli is a Restaurant For All Tastes

That is why our menu is so large -- we give our guests extraordinary choices. For those with special diet needs or who want nutritional values to help make their choices, we dedicate this page

Our menu is diverse but also has constants. We use only the highest quality ingredients. This includes good food like lean meat, real cheese, USDA certified organics, whole grains, extra virgin olive oil and more.

Many of the foods considered the healthiest on earth are available inside Jason's Deli: almonds, apples, artichokes, avocados, bananas, beans, bean sprouts, broccoli, cabbage, cantaloupe, carrots, cauliflower, cranberries, dark chocolate, edamame, extra virgin olive oil, field greens, grapes, horseradish, kiwi, mushrooms, olives, onions, peppers, pineapple, pumpkin seeds, raisins, spinach, strawberries, sunflower seeds, green tea, tomatoes and walnuts.

Over the decades since our first deli opened in 1976, we have gotten to know our food very well and have moved away from some with extremely long lists of unnatural ingredients. And, as you probably know, we have totally eliminated partially hydrogenated oils and their harmful trans fats in everything we serve...all the way down to our croutons.

If you want to get rid of artificial trans fats in your family's diet, eat at Jason's Deli. We are also free of MSG and have eliminated high fructose corn syrup from all food items in our delis.

We are known for our ample, beautiful portions because we are dedicated to giving our guests 'deli'cious food and more than they expect for their money. To truly be a deli restaurant for all tastes, we also need smaller portion options. We are happy to make half-sandwiches and reduced portion potatoes. Just ask.

Please spend a few minutes and explore this nutritional information for your favorite menu item...and maybe discover a new favorite item! This is not medical advice; it's our philosophy: Eat real, more-natural and less-processed food, all in moderation. Please eat responsibly.





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Upbeat on Fiber

This Oldie-But-Goodie Is Back on the Dietary Hit Parade

What is Fiber?

Dietary fiber generally refers to parts of fruits, vegetables, grains, nuts and legumes that can't be digested by humans. Meats and dairy products do not contain fiber. Here are two basic types of fiber -- insoluble and soluble. Most fiber-containing foods feature both, but one or the other type often predominates in specific parts of a food and determines the characteristic texture of that portion of the food. For example, insoluble fibers produce the tough, chewy feel of wheat kernels, popcorn, apple skin and nuts. Essential to the cellular structure of plants, insoluble fibers include cellulose, hemicelluloses and lignin. They do not dissolve in water.

Fiber and Health

Although it wasn't called "fiber" until the 1950s, Hippocrates realized the laxative effects of dietary fiber in 430 B.C. Not until the 1960s, however, did scientists seriously begin to investigate the role of fiber in health. Studies since generally have indicated a positive relationship between a high-fiber diet and good health, although it has been difficult to separate the effects of fiber from other dietary and lifestyle factors that may play a role in health.

"It's the total dietary pattern that has been linked to a reduced risk of disease," says Bruce Trock, Ph.D., cancer epidemiologist at the Fox Chase Cancer Center in Philadelphia. "Looking at all the studies together, what you find is that a diet that's high in grains, vegetables and fruits -- which also is a diet that's high in fiber -- is clearly protective against colon cancer and possible cardiovascular diseases."

Dietary Fiber Recommendations

While Americans currently consume an average of 11 grams of dietary fiber daily, the National Cancer Institute advises an increase to 20 to 35 grams a day. Although soluble fibers have received much attention lately, Trock cautions against undue emphasis on any one type of fiber when planning a daily diet. "People should increase the level of fiber by increasing foods from all the vegetable, grain and fruit sources," he said.

Indeed, dietary guidelines issued by the USDA, the U.S. Department of Health and Human Services, and the Surgeon General's office emphasize an increased intake of fiber-rich foods in general. Fiber supplements are not recommended as a way to meet dietary guidelines. The Diet and Health report of the National Academy of Sciences has gone one step further by specifying recommended amounts of foods high in fiber. It advises a daily intake of five or more servings of fruits and vegetables and six or more servings of whole grain breads and cereals and legumes.

Health professionals caution against making an immediate leap from a low-fiber intake to recommended levels. Increasing fiber consumption too rapidly can result in flatulence, cramping and intestinal distention. Undesirable side effects may be avoided through the gradual addition of fiber to the diet along with an adequate fluid intake.

Although concerns that fiber may interfere with the absorption of trace minerals have been voiced, studies show people consuming well-balanced and varied diets high in fiber are unlikely to experience mineral deficiencies.

While fiber does seem significant to human health, scientists stress its interplay with other factors must not be ignored. The effects of heredity, the quality of the overall diet and habits such as smoking and exercise can outweigh any single dietary modification. The best guarantee is an integrated effort that includes a high-fiber diet as part of a healthy lifestyle.