



Weekly Produce Newsletter

MAY 31st 2010



PASSION FOR THE SEA

OUR STORY

Driven by his passion for fresh seafood and determined to settle for nothing less than exceptional quality and selection, Bill Darden opened his first Red Lobster in 1968. It wasn't long before such superior fish and flavor were recognized. Today, with more than 680 restaurants,

Over the years, our passion for seafood and delicious experiences has kept Red Lobster evolving. Our menu has grown and changed with our guests' tastes and our ability to bring the best of the sea to your table. The atmosphere has evolved to keep up with the times and to provide our guests a comfortable place to dine, enjoy and celebrate. But even as Red Lobster continues to grow, we remain dedicated to the standards of excellence and excitement for the sea that inspired Bill Darden in the first place.

Our reputation as seafood experts is known the world over. And we're still as excited as ever to give you a great meal and feed your passion for seafood.



FROM SEA TO TABLE

If you want to experience the freshest, highest quality seafood from around the world, you can take to the seas – or just visit us at Red Lobster, where each day we bring some of the world's best seafood fresh from the water to your table.

Whether it's live lobster from the coast of New England, fresh salmon from Chile or one of the many wild-caught fresh fish from the Atlantic and Pacific oceans, our extensive distribution network of air, sea and land shippers allows us to get fresh seafood to you so quickly that it's almost like being there. In fact, we ship more fresh fish than just about anyone in the restaurant industry.

It's a journey that begins the moment the fish comes out of the water. Once inspectors determine that it meets Red Lobster quality standards, the fish is packed on ice at an optimally cold temperature, but never frozen, to maintain quality and freshness. Then, it is rushed through our distribution system to your local Red Lobster, where it is expertly prepared just for you.

Check out our ["Today's Fresh Fish" menu](#) and taste the freshness. Depending on your location and season, you'll find irresistible choices like halibut from the Pacific, haddock from the North Atlantic, grouper from the Gulf of Mexico and walleye from the Great Lakes. Our ability to deliver such a great variety of seafood from so many places also comes with great responsibility to you and the sea.

We are also very proud that the dedicated people who bring our fresh seafood to you are working hard to protect the seas for future generations. While we love serving a wide variety of seafood, there are some things you'll never find when you visit us. We do not serve over-fished species such as Chilean sea bass. We participate in conservation efforts including a moratorium on the sale of grouper during late February and early March. And we never sell live lobsters that are larger than 4 pounds.

We do these things so that we can continue serving you the very freshest seafood the sea has to offer for generations to come. It is our pleasure to bring the sea to your table, and we invite you to. . .



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HEALTH MATTERS

Tips for healthy Memorial Day eating

Memorial Day weekend is a time that most of us celebrate with friends, family, and of course, food. While this is a time of celebration, most of us forget about our everyday healthy lifestyle choices. It is easy to give ourselves "permission" to overindulge during the holidays and this can be a problem for those of us trying to watch our weight. However, having a plan in place can help you make healthier choices this Memorial Day weekend and still feel satisfied. Here are some tips to help you avoid the celebration weight gain and keep you on track for healthier eating.

- Skipping meals does not make sense.** Skipping meals to save calories for foods you will eat later at holiday get-togethers can set you up to actually overeat high-calorie and high-fat foods that are served. Eat sensibly throughout the day by eating meals that include lean proteins, fruits, vegetables, whole grains, and healthy fats. Eating a small, healthy snack before the event can help curb your hunger and help you make healthier choices.
- Bring a dish.** Bring a nutritious yet delicious dish to the party. Not only will this ensure there is a healthy choice at the party, but you will also impress your friends and family!
- Savor your favorites.** Skip everyday dishes that are available all year long. Instead, savor your favorite holiday foods that are offered. Choose a small portion, sit down, and slowly eat to fully enjoy the flavor.
- Be the life of the party.** Instead of focusing on the buffet table, focus on participating in party activities and spending quality time with family and friends. Socialize away from the buffet table so you are not tempted to nibble throughout the party.
- Limit liquid calories.** Remember that calories come in liquid form too. Drinking too much alcohol or other high-calorie drinks can easily cause too many calories to be consumed, which can lead to weight gain. Cut these calories by choosing water or seltzer more often.

Remember, having a plan in place is the best defense to prevent weight gain from overindulging in the Memorial Day celebration. If you do splurge, do not beat yourself up. Instead, rededicate yourself to healthy eating and exercising after the party is over.

