

# INGENIOUS IDEAS

## Food For Thought

(NAPSA)—As anyone who knows beans about lentils can tell you, they're as good tasting as they are good for you. The only down part, until now, has been the time it takes to cook them.

Heretofore, lentils had to be soaked for hours—even over night—and then cooked for nearly another hour. Now, however, pulses are quickening at the news that—thanks to lentil farmer Jim Scharf—you can get lentils on the table in about 15 minutes. These premium, pre-cooked lentils come in a resealable bag, which may explain why they don't taste like they came out of a can.

The idea first struck him when a government economic development official Scharf happened to meet asked why there wasn't the equivalent of "instant rice" for lentils.

"The light bulb went on," recalls Scharf. "That threw me into gear and I did what I do best—bring a product to market."

Scharf is well-known for supplementing his farming with inventing. Looking for something to do during the off-season, he founded Your E-zee Business...U.S.A., which offers unique products—including some he's invented himself—to people looking to supplement their income by selling them to friends, neighbors, and at an endless potential list of places like fund raisers. You can become a distributor for as little as \$250.

Other products besides the lentils include: the Ezee Wrap 1000, an award-winning, refillable plastic wrap dispenser with a 1,000-foot roll of commercial-grade plastic wrap; three different kitchen knives, made of high-grade plastic so they won't rust, that cut bagels, lettuce, pies and



**The healthful lentil is now available in an easy-to-prepare "instant" form.**

cakes; a device for carrying several grocery bags at once; and the Heavenly Fresh Odor Absorber for refrigerators, gym bags and cars.

Lentils, though, appealed to Scharf because they're nutritious—and he spent more than two years and in excess of \$100,000 developing his instant lentil version.

A 3/4-cup serving can provide about 20 percent of the protein, 10 percent of the calcium, 30 percent of the iron and 10 percent of the vitamin B the average adult needs daily, according to nutritionists. The legumes are filling without greatly filling out your profile and they're a good source of dietary fiber.

Scharf uses a special patented technique to reduce the cooking time needed. His Nona's Instant Lentils—Nona means "grandmother" in Italian—can be used as a side dish, a main dish, in a salad or soup, even baked into a cake for dessert.

To learn more about these products or to become a home-based Your E-zee...Business U.S.A. distributor, call Jim toll-free at 1-800-MOR-WRAP (667-9727) or e-mail [jim@ezeewrap.com](mailto:jim@ezeewrap.com).