

FOOD news & notes

Slimming Down With Skinny Dip'n

(NAPSA)—Sometimes losing weight is not about what you give up but what you add to your diet. Finding ways to add delicious yet healthy indulgences can mean you won't feel deprived and a diet is more likely to succeed.

A delicious example that those following a high-protein, low-carb lifestyle may welcome is a new breading that is high in protein and carbohydrate-free. The breading helps satisfy cravings for carbs that might otherwise sabotage the best intentions.

Made from pork rinds and seasonings, and with each serving having 10 grams protein, Skinny-Dip'n Seasoned Coating Mix from Rudolph Foods has zero carbohydrates and only 10 mg of cholesterol, most of which is unsaturated fat.

Foods coated with this breading can be fried, baked, broiled, or grilled and have a great smoke-house bacon flavor.

The mix can be used to prepare delicious dinners from pan-fried fish and shrimp, to crispy baked chicken and even down-home country-fried steak. It's a mouth-watering way to bread fresh vegetables as well as a variety of wild



A delicious no-carb breading is adding indulgent flavor to low-carb lifestyles.

game, such as venison, and can be used in meatloaves.

Thanks to the popularity of low-carb diets, such as Atkins, South Beach and Zone, pork rind sales had great growth last year with sales rising 18 percent in 2003 over 2002 and with Rudolph Foods growing sales by 22 percent. Pork rinds are currently the only crunchy type snack food on the market today with zero carbohydrates and can be incorporated into a healthy diet.

Available at most food markets, convenience stores and supermarkets nationwide, pork rinds and the new mix are also available online at www.rudolphfoods.com.