

# BUDGET STRETCHING IDEAS

## Creating An Affordable Culinary Experience At Home

(NAPSA)—With the growing number of restaurant-quality foods available at local supermarkets, it's easy to create a "dining out" experience while "dining in" at home.

A recent study by the Food Marketing Institute found that more than 70 percent of Americans are dining out less often due to economic concerns. At the same time, many have become accustomed to a broader selection of foods through restaurants, travel and televised cooking shows, and are seeking out meals with bold, unexpected flavors or delicious aromas.

Research also shows that food lovers with fewer dollars to spend when dining out aren't avoiding gourmet pleasures, but are seeking ways to reproduce quality restaurant meals at home. And busy parents want ways to provide convenient, quality meals within a budget.

Grocery stores are evolving to meet these trends by providing high-quality yet economical foods similar to those found in casual restaurants.

- For example, the new Culinary Circle brand available at stores nationwide addresses consumers' growing interest in new and easy "dining in" alternatives while still offering premium food lovers' food. The foods are priced approximately 15 to 20 percent below casual restaurant food and about 10 to 15 percent lower than other premium national brands.

Offerings range from on-the-go meals such as Chicken Parmesan over Linguine Marinara, to elegant hors d'oeuvres, gourmet spreads and artisan breads, to high-end desserts like Chocolate Chip Lava Cookies.



**Reproducing quality restaurant meals at home is one way to help your food budget dollars stretch further.**

### Tasty tips for restaurant-quality meals at home:

- **Italian night:** Let each family member enjoy a separate prepared Culinary Circle entrée, similar to what he or she would order in a casual restaurant. Dad can dig into beef lasagna while mom savors a plate of chicken Parmesan. A teenager may want Parmesan Chicken Alfredo Pasta, while little ones enjoy Spaghetti with Meatballs. Add a family-sized loaf of Asiago cheese bread and some Tuscan herb butter for everyone to share.

- **Easy appetizers:** Create appetizers in minutes by combining everyday grocery items with uniquely flavored prepared foods. For example, heat up frozen chicken wings, green onions and Shanghai Five Spice Teriyaki Sauce and serve mouth-watering, restaurant-style wings.

- **Elegant desserts:** Make

impressive, easy desserts such as macaroon key lime parfaits using key lime yogurt, kiwi fruit, raspberries and a package of macaroon with pecan chocolate chip cookies. Or simply open up a ready-to-eat dessert such as White & Dark Chocolate Mousse Cake or variety pack cheesecake with vanilla, strawberry, marble and turtle flavors.

With just one trip to the supermarket, you can pick up an assortment of quality-prepared foods and create easy, affordable, restaurant-quality meals at home. Just set the table and enjoy—you'll feel like you're dining out while dining in.

Culinary Circle foods are available at SUPERVALU's family of stores, including Acme, Albertsons, Jewel-Osco and Shaw's/Star Market, among others. For more ideas and recipes, visit [www.culinarycircle.com](http://www.culinarycircle.com).