



A Salute to the Sandwich

Celebrate National Sandwich Month

August is National Sandwich Month - the perfect time to recognize the humble sandwich. Americans eat more than one billion sandwiches every year, from classics like PB&J and BLTs to the trendiest new tastes. But every sandwich has something in common – bread.

Bread is essential to making a great tasting sandwich. Sandwiches are convenient, delicious and they can provide a creative forum for the adventurous gourmet. In fact, while sandwiches have long been a favorite with the lunch crowd, NPD's 21st Annual *Eating Patterns in America* report found that sandwiches are the most popular main dish at dinner. These easy-to-assemble meals can be dressed up for entertaining friends, or satisfy the appetites of a busy family mid-week.

According to a survey commissioned by the Grain Foods Foundation and conducted by Harris Interactive® in 2007, nearly three-quarters (72%) of U.S. adults indicated that they eat sandwiches at least once a week because of convenience (82%). In fact, one-third (33%) of Americans don't leave home without a sandwich. Proof that while dieting and eating trends come and go, sandwiches are here to stay.

Here are some simple ways to transform traditional sandwiches. Mix dijon mustard and honey together for your usual turkey sandwich. Add fresh slices of avocado to your chicken salad sandwich. Add a twist to PB&J by using sliced bananas or fresh raspberries instead of jam.

If you are "brown-bagging" your sandwiches to work you'll want other items in the bag like a handful of crackers or pretzels and some fruits or vegetables. Fresh veggies such as sliced cucumbers, tomatoes, onions, carrots and even radishes add extra nutrition and an extra 'zing' to the sandwich. Throw in a grain-based "treat" for dessert such as a small brownie, muffin or cookie.

For more information and recipe ideas, visit www.grainpower.org.

We encourage you to check out www.MyPyramid.gov which offers personalized, eating plans, interactive tools to help you plan and assess your food choices, and advice to help you:

- Make smart choices from every food group
- Find the right balance between food and physical activity
- Get the most nutrition out of your calories
- Stay within your daily calorie needs

