



Versatile and healthy

In August we celebrate National Zucchini Day in honour of this versatile green vegetable and all the delicious dishes we can make with it.

The common zucchini is a close relative of the cucumber and the melon. It is a type of squash that comes from Italy and the name “zucchini” comes from the word “zucchino”, which means “small squash” in Italian.

To celebrate National Zucchini Day, serve a trendy zucchini pasta to your customers on a low-carb diet.

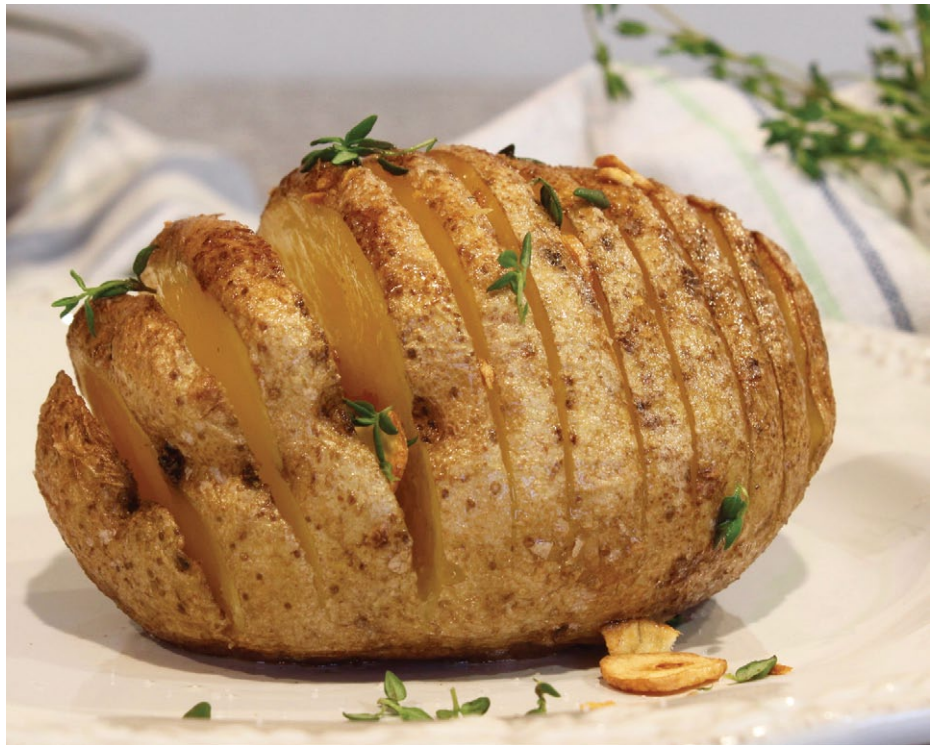
Here is how to do it.

Slice the zucchini into thinner strips resembling spaghetti. Heat olive oil in a skillet over medium heat and cook and stir zucchini in the hot oil for 1 minute. Add water and cook until zucchini is softened, 5 to 7 minutes. Season with salt and pepper and top with a delicious tomato sauce.



For comfort and warmth

Coincidentally, 9 August is Women’s Day as well as Rice Pudding Day! What a better gift to your female customers than a bowl of freshly prepared rice pudding? Try something new by adding some unusual ingredients such as lychees and nuts. Don’t forget the custard.



A round of applause for the humble potato

We have a special day just for potatoes!

Potatoes are not only tasty — they are good for you. They contain high levels of important vitamins and minerals, such as vitamin C, potassium, and iron.

Currently, we produce 2,18 million tonnes of potatoes every year and consumption per person continues to grow. Without a doubt potatoes are one of South Africa’s most loved food products.

There are many ways that you can serve potatoes as part of your home-meal replacement menu, such as baked potatoes, mashed potatoes, chips and in stews. And do not forget to tell you customers that potatoes are actually good for you.



Careful with the salt

Also in August, we celebrate More Herbs Less Salt Day by encouraging people to use more herbs and less salt in food. Eating a healthy, balanced diet is often easier said than done – it takes thought, time and effort to prepare fresh and nutritious food, when less healthy options are often much easier and more convenient.

But you can help by preparing healthier foods in your home-meal replacement

department, saving your customers the effort of preparing healthy meals from scratch. Make sure that you market the fact that you use “more herbs and less salt” in your meals.

A little rosemary, thyme, mint or other herbs can do just as much to enrich a dish as a heavy dose of salt.



AUGUST 2018 PROMOTIONAL CALENDAR Women’s Health Month

3 AUGUST

International Beer Day

8 AUGUST

Zucchini Day

9 AUGUST

Public Holiday: National Women’s Day

Rice Pudding Day

19 AUGUST

Potato Day

29 AUGUST

More Herbs, Less Salt Day