

# Central Market's Heart-Healthy Self-Guided Tour

## *Introduction*

Welcome to Central Market, a destination fresh market ... *the* place for people who are passionate about good, healthy food. Walk through the aisles to learn about heart-healthy products, fresh prepared foods and information developed by our Central Market nutritionist Allison Beadle.

## *How does the Heart-Healthy Tour work?*

The self-guided tour allows you to walk through the store at your own pace, so take as much time as you would like. Questions about fun and unique facts about Central Market are featured on the following pages of this booklet. Your mission, should you choose to accept it, is to travel through the store and learn the answers to these questions. Do not hesitate to introduce yourself to any of Central Market's partners – they are our best asset and can help in many ways. Central Market's partners can answer any questions, give you detailed information on our various products, and provide you with samples of our delicious food.

Once you are finished visiting each of the departments and have answered all of the questions, please return to the main entrance to pick up an answer sheet from the information desk.

Central Market ...a surprise around every corner!

## **Produce**

Over 18,000 square feet of Central Market is dedicated to fresh produce. We have more than 800 varieties of fresh produce from around the world, including up to 150 varieties of organic fruits, vegetables, peppers and in-season herbs, as well as 35 fresh juices squeezed on-premises daily. Just like an outdoor farmer's market, produce is brought in daily and selected for peak taste and freshness. We are also proud to feature an abundance of Texas-grown items. The American Heart Association recommends consuming five or more servings of fruits and vegetables every day, so you can't go wrong when it's fresh, delicious, and good for you too!

1. Define the Signs:
  - a. Yellow signs at Central Market indicate the product is:
  - b. Blue signs at Central Market indicate the product is:

- c. Purple signs at Central Market indicate the product is:
2. Vegetables and fruits are loaded with antioxidants, vitamins, and minerals, which can help protect your cardiovascular system. A good way to know that you are getting a variety of these nutrients from your diet is to consume vegetables and fruits that are colorful. Identify a fruit or vegetable that fits into the following color groups.
    - a. Red
    - b. Orange/Yellow
    - c. White/Brown
    - d. Blue/Purple
    - e. Green
    - f.
  3. Central Market provides ready-to-go recipe kits in the “Prepless Gourmet” section of the produce department. These kits make it easy and delicious to add more vegetables to your diet. List three of the recipe kits in Prepless Gourmet:
  4. The American Heart Association recommends limiting sodium consumption to 2300 mg (the amount of sodium in one teaspoon of table salt) per day. A great way to add flavor without using table salt is to use fresh herbs, shallots, garlic or ginger when you cook. What varieties of fresh Texas-grown herbs can you find in the Central Market Produce department?
  5. How long will the freshly squeezed juice at Central Market stay fresh?
  6. What amount of fruit/vegetable juice is equivalent to one serving of fruits or vegetables?

### **Seafood & Meat (Market) departments**

According to the American Heart Association, a heart-healthy diet includes fish, skinless poultry and lean meats. You won't find fresher or better seafood and meats anywhere in the city than at Central Market. Our 75-foot-long state-of-the-art seafood cases display 100 varieties of saltwater fish, freshwater fish and shellfish. On the Market side, discover steaks, chops, roasts and racks as well as homemade sausages, natural chickens, bison,

veal, emu and more. Have a question or a special request? Not a problem ... our Seafood manager John Butler and Market manager Brian Cooke and their staffs are ready to help.

7. Research indicates that consuming fish high in omega-3 fatty acids can help prevent heart disease. When consumed regularly as a part of a Heart-Healthy diet, these fatty acids can increase HDL (or “healthy”) cholesterol, lower triglyceride levels, maintain the health of blood vessels, and minimize inflammation and blood clotting. The American Heart Association recommends consuming two servings of fish per week. Fatty fish (such as salmon, mackerel, herring, sardines, and tuna) are typically the best sources of omega-3 fatty acids. What varieties of salmon are found in the Seafood department?
  
8. Many people who are concerned about heart health avoid shrimp because of its cholesterol content. However, a three-ounce serving of shrimp has only 165 mg of cholesterol, well below the 300 mg daily limit recommended by the American Heart Association. To top it off, shrimp has virtually no saturated fat, which raises blood cholesterol levels MORE than cholesterol found in food. And believe it or not, a three-ounce serving of this little crustacean contains just 85 calories! What varieties of shrimp are found in the Seafood department?
  
9. The American Heart Association recommends choosing lean cuts of meat. There are some 19 cuts of beef that are classified as “lean” according to U.S. Department of Agriculture labeling guidelines. To find the leanest cuts of beef, look for the words “round” or “loin” on the product’s label. What lean cuts of beef are found in the Market department?

### **Healthy Living**

The Healthy Living department features an extensive selection of natural and preventative health care products including dietary supplements, homeopathic remedies, herbal products and aromatherapy, as well as natural hair, skin and body care products including oils, lotions, soaps, bulk bath salts and dental and baby care.

10. Those who choose not to consume fish may want to consider taking a fish oil supplement to enhance the amount of omega-3 fatty acids consumed on a regular basis. Fish (and the oil that comes from fish) contains two types of omega-3 fatty acids that are not found in plant sources (such as flax seeds or nuts). What are these two types of fatty acids?
  
11. Breathing exercises, yoga, tai chi and meditation can help reduce stress, which has been found to contribute to high blood pressure. In our Healthy Living department,

we feature a variety of DVDs for purchase that can help you incorporate these practices into your lifestyle. List three of these DVDs:

### **Specialty Grocery**

More than 13,000 of the finest products from around the world and around the corner can be found on our specialty grocery aisles, whose basic categories are Specialty/Gourmet, Natural/Organic, Locally Made and Unusual. You'll find products ideal for a heart-healthy diet, including whole grains, legumes, items low in sodium and healthy oils for cooking.

12. The American Heart Association recommends consuming whole grains, which are rich in soluble fiber. Soluble fiber is a type of fiber which can help lower blood cholesterol levels. Oats (rolled or steel cut) are an excellent source of soluble fiber. How are steel cut oats processed?
  
13. Like oats, beans are an excellent source of soluble fiber. They are naturally fat free, high in protein and full of vitamins and minerals. We're all familiar with pinto, black, kidney and navy beans, so let's look for something new and interesting! Our Specialty Grocery department features a variety of heirloom beans, both canned and dried. Heirloom beans are descendents of ancient varieties that have been protected and handed down over many years. What heirloom beans can you find?
  
14. Olive Oil is a mainstay of the heart-healthy Mediterranean diet and is rich in monounsaturated fatty acids, which are lauded for their heart-friendly benefits. We feature over 140 varieties from Spain, Greece, Italy, Australia, and California. What does it mean when an olive oil is "extra virgin?"
  
15. Research has recently discovered that dark chocolate is rich in heart-healthy antioxidants, some of which are the same antioxidants found in red wine and green tea. An to top it off, the primary fatty acid in dark chocolate, stearic acid, does not appear to raise blood cholesterol levels even though it is a saturated fatty acid. Nutrition experts recommend choosing dark chocolate that is at least 70% cacao for a concentrated dose of antioxidants. What are three brands of dark chocolate with 70% cacao?
  
16. According to the U.S. Food and Drug Administration regulations, foods with less than 140 mg of sodium per serving are considered "low sodium." How many grams of sodium are in one serving of Central Market Organics Canned Diced Tomatoes?

17. Hydrogenation is a chemical processing technique that has been often used by food manufacturers to make vegetable oils more shelf stable. This technique changes the chemical structure of the fatty acids in vegetable oils so that they become “trans fats.” Research has shown that trans fats can **raise** total blood cholesterol and LDL (“bad”) cholesterol as well as **lower** HDL (“good”) cholesterol. The USDA’s Dietary Guidelines for Americans, released in early 2005, recommend keeping consumption of trans fatty acids as low as possible. Food manufacturers will be required to list the amount of trans fatty acids on the nutrition facts label of their products by January 6, 2006. Central Market Organics and Central Market Naturals products are made **without** hydrogenated oils and therefore contain **no** trans fatty acids. Find four Central Market Organics or Central Market Naturals products.

### **Bulk Foods**

Get the scoop on more than 650 items in our Bulk Foods department, including a huge selection of heart-healthy whole grains, nuts, dried beans and fruits, and a comprehensive selection of spices, which will give any heart-healthy meal layers of flavor. Measure and buy only the amount you want!

19. According to the Whole Grains Council, “*Whole grains or foods made from them contain all the essential parts and naturally occurring nutrients of the entire grain seed.*” Examples of whole grain foods and flours include: Amaranth, Barley (lightly pearled), Brown and Colored Rice, Buckwheat, Bulgur, Corn and Whole Cornmeal, Emmer, Farro, Grano (lightly pearled wheat), Kamut® grain, Millet, Oatmeal and Whole Oats, Popcorn, Quinoa, Sorghum, Spelt, Triticale, Whole Rye, Whole or Cracked Wheat, Wheat Berries and Wild Rice. Why are whole grains heart-healthy? Not only are they full of natural vitamins and minerals, they are also rich in fiber, which research indicates may provide protection from heart disease. List four types of whole grains or whole grain flours found in the Bulk Foods department:

20. Where can customers find cooking instructions for product in the Bulk Foods department?

21. Nuts make an excellent heart-healthy snack! They are a great source of protein and also contain vitamin E, folic acid, potassium, fiber, and other phytonutrients (nutrients found only in plants). Yes, they are high in fat, but the **type** of fatty acids they contain are heart-healthy unsaturated fatty acids. Because nuts are high in fat, they will also be high in calories. So for those of you watching your waistline, it’s important to exercise portion control. An ounce of nuts (which is about a handful) contains approximately 160 calories and a whopping 8 grams of protein (the same

amount found in a glass of milk). Name four types of nuts sold in the Bulk Foods department:

### **Dairy**

22. So what's the story with eggs? Are they bad for your heart or not? Not long ago, eggs were the centerpiece of a balanced breakfast, until it was discovered that one egg packs about 200 mg of cholesterol in its yolk. With this information and concern for heart health on the rise, eggs soon became the bad guy. However, more recent and comprehensive evidence indicates that eating an egg a day doesn't increase risk of heart disease or stroke. Eggs are full of many important nutrients, including protein, folic acid and other B vitamins. You can even get a dose of omega-3 fatty acids from some eggs! These enhanced eggs come from chickens who have been fed a diet high in omega-3 fatty acids. The chickens pass these healthy fats onto their eggs and the eggs pass them onto you! How many milligrams of omega-3 fatty acids are found in enhanced eggs?
23. If any food is rich with culture and myth, it is the pomegranate. Considered to be one of the earliest cultivated fruits, historical records indicate that man began planting pomegranate trees between 4000 b.c.e. and 3000 b.c.e. Prized for their medicinal properties, pomegranates were considered a symbol of health, fertility and rebirth. Modern scientific research recently shined a favorable light on pomegranates due to the antioxidants found in their juice. It turns out that this delicious juice is actually higher in heart-protective polyphenols, which can help lower LDL than any other fruit juice! POM Wonderful pomegranate juice comes in five flavor combinations. What are they?

### **Cheese**

Over 600 varieties of domestic and international cheeses can be found in our spectacular Cheese department. Many people mistakenly believe that you can't be a cheese lover and follow a heart-healthy diet. The American Heart Association recommends including low-fat dairy products as a part of your diet and as long as that low fat cheese is a good one, your love of cheese will still be satisfied.

24. Milk from family farms in Vermont is used to make award-winning Cheddar cheeses from Cabot Creamery. Now, you may have found other low fat cheddars to be rubbery and totally undesirable, but we think you'll find Cabot 50% Light and 75% Light Cheddars delicious. In fact, Cabot's 75% Light made Health Magazine's "2005 Best of Food" list. How many grams of saturated fat are in one serving of Cabot 75% Light Cheddar Cheese?

### **Cafe on the Run**

Pressed for time? Every day, more than 30 chefs make homemade meals-to-go from fresh

products throughout the store for busy people who crave both fresh, delicious meals and convenience. Our Cafe on the Run features many items that can have a place in your heart-healthy diet such as fresh salmon, grilled veggies, tabbouleh, black bean salad and seasonal fruit. And to top it off, you can assemble your own salad at our diverse and flavorful salad bar.

25. What are the ingredients in our pepper crusted salmon?

26. What are the ingredients in our grilled vegetables?