

# news

# Bites

in the news

Diane Toops and Kitty Kevin

## A new look for Betty Crocker

To celebrate its 75th birthday, General Mills is treating sweet-talking Betty Crocker to a makeover. Like all women, Betty has made a few changes in her appearance since she graced the scene in 1921, when most women were full-time homemakers. Today, she represents the working mom as well in a demographically changing country. General Mills is hoping her new look will better reflect the multicultural diversity of the United States, and the search is on for 75 women who represent the company's ideal of commitment to family and friends, community involvement, creativity and resourcefulness, and interest in cooking. Winners will be chosen on the basis of an essay, and their photos will be digitally layered on top of each other to create a single, computer-generated composite image.

Artist John Stuart Ingle will then paint a portrait "adding the collective soul to Betty Crocker," says spokesman Barry Wegener.



Betty Crocker, the grand dame of baking, celebrates her 75th birthday with her seventh face lift.

er. "Most women, both housewives and working women, have some affection or affinity for Betty. General Mills isn't looking to be revolutionary, but evolutionary." Look for Betty's new image in February 1996. Contact Barry Wegener, General Mills, at (612) 540-7784.

## A gift for nation's favorite hero

Rescued from six days in hiding in Bosnia, Captain Scott O'Grady received a gift of beer from the Beer Institute on behalf of the na-

tion's largest brewers—Anheuser-Busch, Miller, Coors, Stroh and G. Heileman.

"Knowing of Captain O'Grady's recent act of heroism, we wanted to send a token of our appreciation for his homecoming, and for renewing the nation's sense of patriotism," says Beer Institute president and former U.S. Congressman Raymond McGrath.

The idea of sending the beer came to McGrath when he learned that O'Grady went for nearly a week with very little to eat and only rain water to

drink. McGrath says he hopes O'Grady will be able to enjoy a glass of beer with his friends and family before his return to duty. Contact the Beer Institute at (202) 737-2337.

## Destined for space station Mir

When astronaut Norman Thagard grumbled about dull food in space, NASA decided to make a change. After several years of testing and evaluating MY OWN MEALS for taste, quality and outer space suitability, Deerfield, Ill.-based My Own Meals Inc. will be sending MY OWN MEAL REFRIGERATION-FREE meals to space station Mir.

Neither freeze-dried nor pureed, MY OWN MEALS are fully cooked chunks of meat, potatoes and vegetables in a stew format. And since no refrigeration is required, the meals meet the needs of the hungry space traveler.

Because every ounce counts when shipping to the space shuttle, packaging was another factor NASA considered. MY OWN MEAL products are packed in a thin, flat, eight-ounce foil pouch, and each meal is reheated with a modified food warmer similar to a hot plate. Instead of squeezing pureed food from a tube, astronauts can tear open the pouch and enjoy a hearty meal by the spoonful. Contact My Own Meals Inc. at (708) 948-1118.

## ☆☆☆☆☆☆☆☆ Reach for the stars ☆☆☆☆☆☆☆☆☆

It isn't your imagination: Airline food really is quite tasteless, according to Irena Chalmers, author of "The Great Food Almanac: A Feast of Facts from A to Z" (Collins Publishers). Taste buds are dulled by high altitude and the cabin pressure, so food that would have tasted fine on the ground loses its flavor up in the air.

And if you ever wondered why the rolls are almost always as hard as bricks, Chalmers explains that it's because at least half the cabin's air comes in through the plane's superheated engines, which suck all the moisture out of the air before it is cooled for use in the cabin. The result is overdry air and inedible rolls.

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