

## Sauerkraut sexy? Maybe after a couple of drinks ...

By Bill Dawson, MINNEAPOLIS STAR TRIBUNE

MINNEAPOLIS, Minn.



'SUDDENLY, sauerkraut is SEXY.'

So says a press release from an Ohio-based company that's trying to re-brand the less-than-glamorous cabbage product.

As slogans go, this beats "Sauerkraut: The embalmed cabbage." Or "the stringiest garnish you can buy."

But sexy? Can a food that can be called fermenting and rotting cabbage have sex appeal?

And what, exactly, makes a food sexy?

Romantic films often have portrayed one lover feeding another berries or grapes, but Scott Pampuch, chef at the Corner Table restaurant in Minneapolis, says, "I can't picture somebody feeding someone else sauerkraut."

Part of the sex-appeal shortfall is the appearance. Sauerkraut is "a damn fine food product," says Jim Grell, co-owner of the Modern Cafe in Minneapolis, and "incredibly nutritious," says Brenda Langton of Cafe Brenda in Minneapolis.

But that doesn't make it alluring. It's a stringy, viscous substance that can stick to your face like grout on a bathroom wall. Not romantic.

Nonetheless, Grell says a big plate of pork chops and sauerkraut on a cold winter night "seems kind of sexy," and Pampuch believes in the Pygmalion powers of cooking. "Take any ingredient and put it in the hands of a good chef, they're probably going to make it sexy," he says.

"Beauty," adds Pampuch, "is in the eye of the beholder." But what of the beholder's nose? Preparing sauerkraut can result in "a really strong, smell-the-house-up kind of thing," says Mary McGuire, who knows about funky foods: She belongs to a Liver Club.

Then there's the name. "Sauerkraut," which literally means "sour cabbage," just doesn't sound seductive. When it comes to foul-sounding food names, perhaps only "liverwurst" comes close. Lindsay Kahn of BIGfrontier Communications, which is handling the National Sexy Sauerkraut Campaign, admits this defect. "That's why we in the office call it SK," she says.

But the health benefits of kraut ... well, there's no doubt about that. "SK" is fat-free and low in calories, and scientists say it can reduce the risk of cancer. It also aids digestion, although you might not want to go there. "Everybody says, you know, it's a bowel loosener," says McGuire. "That's the biggest benefit of sauerkraut."

OK, too much information is never sexy. But drink enough cocktails, and you forget about that, and that's where the K'Tini comes in. This is sauerkraut's first big sex-it-up step, a martini-like drink with a kraut-stuffed olive. The K'Tini is "the sexiest route sauerkraut has taken, probably ever," says Kahn.

She'll get no argument from Doug Anderson, co-owner of A Reboours restaurant in St. Paul. "Almost anything becomes sexy with enough booze," he says.



## Oh, stuff it!

**Pimento's passe compared to these olive fillers**

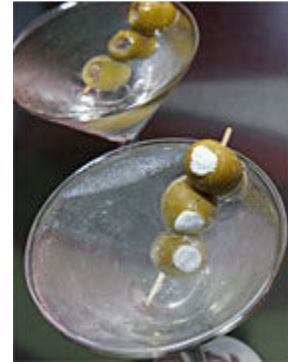
April 27, 2005

By [Karen Budell](#)

Sauerkraut: Mmm, sexy. Yeah right! You probably remember your grandma eating this cabbage creation. But now one company's suggesting you put it in your cocktail--sort of.

In an admitted effort to spike somewhat flat sales of Frank's Kraut, Chris Smith, marketing director of parent corporation Freemont Company, has launched a kraut campaign geared to entice a younger generation by focusing on what's hot: martinis.

Thus, the K'Tini: a vodka martini with Frank's Kraut-stuffed, vermouth-infused olives. We talked to Smith about his effort to spearhead a sauerkraut revival.



[Check out K'Tini](#)

### **Why call it K'Tini?**

On the can [of sauerkraut], it's Frank's Kraut ... We are trying to create a new lingo, there's no question about that. We're inventing a new drink, a new word.

### **But why should metromix readers care about kraut?**

It's a really flavorful product: zesty and tangy. That in itself, I think, are sexy attributes. And if you're concerned about health, and being vibrant and sexy, it's ... healthy and good for you.

### **Sexy, huh? Well, what about bad breath? Kraut's not exactly a pack of Altoids.**

Bavarian sauerkraut is sweet and mild ... It's similar to garlic: maybe not something you want to have on the first date, but if your partner has it, it's OK.

### **Convinced by the concept but not the sauerkraut? Try other varieties of stuffed olives at these local spots:**

#### **Wasabi**

You love it with sushi, but do you love it in your sipper? At [Yoshi's Cafe](#), a mix of powered wasabi and water is hand-stuffed in Queen Anne olives, which are then skewered and added to drinks like the Yoshi Martini: Svedka vodka and sake with a cucumber slice (\$6.50). Staff here says the fierce flavor is "quite a blast" for your tastebuds.

#### **Blue cheese or anchovies**

[Club Lucky](#)'s been hand-stuffing its olives for more than a dozen years, and the crowd favorite is blue cheese. Put it in your classic gin or vodka martini (\$8), and give a whole new meaning to liquid lunch. But something's fishy here: Some people crave Lucky's anchovy-stuffed olives in their cocktails. Um, ewww. Leave 'em on your pizza.

#### **Caviar**

Fit for a king, [Narcisse](#) serves The Czar: Belvedere vodka straight up with a couple of caviar-packed olives (\$14). Those who enjoy lapping up luxury will experience a salty, buttery taste and a slight pop from the American hackelback roe.

**Jalapenos**

Want to heat up your drink? [Flo](#) will slap a couple of jalapeno-stuffed olives on a skewer and stick them in your house martini (\$5.50). Drink this tasty treat with the New Mexican cooking here and you'll be saying "caliente" in no time. 1434 W. Chicago Ave. 312-243-0477.

**Almonds**

If you'd rather have a cocktail in the comfort of your own home, stop at [Ta-ze](#) and pick up a jar of Tavis green almond-stuffed olives (\$7.50). Owner Didem Tapban says they're not only good for garnishing drinks, but they're also great for salads and apps. We'll drink to that!

**Stay tuned to [metromix.com](http://metromix.com) for more information on local K'Tini parties.**

*[Karen Budell](#) is the metromix nightlife producer.*

# TIME

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Time

December 26, 2005  
U.S. Edition

**SECTION:** /NOTEBOOK; Pg. 30 Vol. 166 No. 26 Persons of the Year  
**LENGTH:** 193 words  
**HEADLINE:** Numbers

**BODY:**

26 Tropical storms named in the Atlantic in 2005, breaking the previous record, set in 1933, of 21 such storms

14 Hurricanes in the Atlantic in 2005, besting 1969's record of 12

3.3 million Pakistanis left homeless by the Oct. 8 quake that claimed some 80,000 lives

80% Estimated percent of the 1.8 million people displaced by the Dec. 26 tsunami who a year later still lack permanent housing

490,290 Prescriptions filled in the U.S. in the past four months for flu-fighting Tamiflu, more than triple the number during the same period last year

50% Increase in U.S. sales of **Frank's sauerkraut** since South Korean researchers reported this year that pickled cabbage--which is also used in kimchi--helps ward off bird flu

\$3.06 Average retail price per gal. of gas in the U.S. in September, a record high

90? Drop in average price per gal. by December

12% Drop in U.S. CD sales this year, to 544 million units, compared with 2004

15 Average legal downloads per iPod in the U.S. in 2005, down from 25 last year, suggesting a rise in illegal downloads

Sources: AP (3); New York Times; Verispan LLC; Minnesota Public Radio; International Herald Tribune (2); Reuters; Bloomberg

**GRAPHIC:** PHOTO: NOAA--AP; PHOTO

**LOAD-DATE:** December 18, 2005



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ABC News Transcripts

**SHOW:** GOOD MORNING AMERICA (07:00 AM ET) - ABC

November 17, 2005 Thursday

**LENGTH:** 1033 words

**HEADLINE:** AVIAN FLU OUTBREAK IN ASIA

GRAPHICS: ABC GOOD MORNING AMERICA

GRAPHICS: OUTBREAK

DIANE SAWYER (ABC NEWS)

Okay, Marysol. Thank you. Well, one expert has now said of bird flu that the world is finally on the razor's edge. New fatalities in Indonesia this morning and new cases, new human cases in China. In fact, the Chinese are talking about something that seems impossible, vaccinating 14 billion chickens. Getting everyone to help do it. And ABC's Jim Sciutto is in Beijing this morning. Jim?

GRAPHICS: HOW WORRIED SHOULD WE BE?

NANCY WEINER (ABC NEWS)

(Off Camera) Diane, chicken is big business in this country, a 15 - \$50 billion retail industry. And now the poultry industry is walking a fine line. They're trying to quell consumers' fears about bird flu without drawing more attention to the disease.

BUTTERBALL OPERATOR (FEMALE)

Butterball Turkey Talk Line, how can I help you today?

NANCY WEINER (ABC NEWS)

(Voice Over) With one week to go until Thanksgiving, the phones at Butterball's Turkey Talk Line are lighting up. This year, along with queries about thawing and basting, they're getting some new questions about avian flu, questions they've been trained to answer.

BUTTERBALL OPERATOR (FEMALE)

It's really not in the US. All the Butterball turkeys that are on the market are domestically grown.

GRAPHICS: AMERICANS EAT

GRAPHICS: CHICKEN 87 POUNDS, BEEF 66 POUNDS, SEAFOOD 15 POUNDS

NANCY WEINER (ABC NEWS)

(Voice Over) Americans love poultry, eating an average of 87 pounds of chicken a year, way more than beef or seafood. But in Europe, where a few infected birds have been found, poultry demand has plummeted. US chicken companies are worried the fear could spread here even if the virus doesn't.

BILL ROENIGK (NATIONAL CHICKEN COUNCIL)

In recent times, it is the biggest challenge that we've had. Once again, we're confident we're going to meet it.

NANCY WEINER (ABC NEWS)

(Voice Over) Especially with late night talk shows stoking the fire.

DAVID LETTERMAN ("THE LATE SHOW WITH DAVID LETTERMAN")

And the number one dumb guy tip for avoiding the bird flu, if you have a chicken, check for swelling in the McNuggets.

COMMERCIAL ACTOR (MALE)

Feed your busy family with...

NANCY WEINER (ABC NEWS)

(Voice Over) Chicken giant KFC says if concerns about bird flu grow it may augment its regular advertising with commercials that stress the safety of cooked chicken. But there is one food industry for which bird flu may be a boon, sauerkraut. When scientists in South Korea reported they had cured infected chickens by feeding them kim chee, also made with fermented cabbage, sales of **Frank's Sauerkraut** jumped 50%. There have even been reports of hoarding.

CHRIS SMITH (VP MARKETING, THE FREMONT COMPANY)

I think sauerkraut is, is finally going to get the respect it deserves. Sauerkraut is the new chicken soup.

NANCY WEINER (ABC NEWS)

(Off Camera) Now, we asked some infectious disease experts whether they really think that sauerkraut or kim chee can cure the bird flu. They said it's not likely. But it's nutritious, it can't hurt you, so, Diane, go crazy.

DIANE SAWYER (ABC NEWS)

(Off Camera) But it's nothing without the hot dog, I gotta tell you. Something else that caught our eye here - this morning, a cartoon.

DIANE SAWYER (ABC NEWS)

(Voice Over) It shows a lot of people standing in line waiting for the bird flu shot. And there among them, yeah. Anyway, here's to you, Robin.

**LANGUAGE:** ENGLISH

**LOAD-DATE:** November 17, 2005



Food Section  
June 27, 2001

## Quest for Kraut: the Pickled Pride of Oconomowoc

Our testers sampled several brands of locally available sauerkraut. We agreed that Meeter's Wisconsin Sauerkraut was a top pick, with full flavor and zesty kick. Widely available in Southern California, Meeter's is distributed by Stokely USA of Oconomowoc, Wis. A pleasant surprise was Libby's Crispy Sauerkraut, which lived up to its name with a light, snappy texture. A little on the salty side, it nevertheless proved itself a good kraut at a bargain price. And unlike Meeter's, it contains no added preservatives.

Hebrew National impressed us as an unusual sauerkraut that retains the slightly sulfurous waft of fresh-cut cabbage. Faring less well were two premium brands, Boar's Head and the Kruegermann Berlin-Style Sauerkraut, both of which tasted bland. At the bottom of the sauerkraut barrel was Trader Joe's jar of vinegar-laced cabbage, dull gray in both flavor and color.

But the hands-down winner of our kraut tasting was the brand most familiar to residents of the Upper Midwest region: Frank's Quality Kraut. Frank's wowed us with a robust taste, sturdy texture and a finish with plenty of zing.

Unfortunately, it's a regional brand unavailable in California. But for kraut fans willing to go the extra mile for an exceptional can, there is hope: mail order. A case of 24 (8-ounce) cans will run you \$21.60, including shipping; the 14-ounce cans are \$31.10. Send a check or money order to the Fremont Co., 802 N. Front St., Fremont, OH 43420 (attention: Lori). Include a note telling Lori exactly what quantity you're ordering, making sure to provide your street address, and your kraut will be shipped to you via UPS.