

For Immediate Release

November 10, 2009

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New FitFrying.com Website is “First-Stop” for Frying Healthier

Shreveport, LA – FitFrying.com, a first-stop online educational resource that provides guidance on how to prepare healthier fried foods, has launched a newly designed website. This site contains expanded information to keep you up to date on healthy fat and oils, hot news items related to frying, and healthier frying techniques. The website was designed with foodservice operators in mind because leaders in the industry noted a knowledge gap in understanding how to meet the demands of customers who are looking for tasty but healthful fried foods.

Stay up-to-date at FitFrying.com:

- Breaking news in frying trends,
- Trans fat and menu labeling initiatives,
- Nutrition regulations map, and
- Current news in culinary and food policy arenas.

Fried foods are one of the most common items ordered away from home. People want to treat themselves to tastes that they like, but many are looking for a healthier indulgence without giving up the fried foods they crave. In response to customer demands, over sixty percent of foodservice operators have rotated fried foods items on their menus in the past twelve months. Trans fat and menu labeling legislation continues to sweep across the country, and restaurants are eliminating millions of pounds of unhealthy fats from their menus. Data released in the recent 2009 Technomic *Future of Fried Foods* study has estimated that approximately seventy-five percent of leading chain operators have switched or are in the process of switching to trans fat-free cooking oils.

“Operators are beginning to understand that the decisions they make on frying practices can impact the health of the foods they serve. They are seeing there are more options available to them for making fried foods more healthful than they realize,” said Linda Brugler, RD, CFSP of Frymaster, LLC, a Premier partner of FitFrying.com.

The updates to the FitFrying.com website support its established “5 Factors for Fitfrying” platform, which shows how to implement the best frying practices for health. The 5 Factors are:

- Choose the right fryer,
- Select the right oil,
- Select the right food,
- Follow the right process, and
- Establish the right maintenance.

People enjoy fried foods and the majority are not willing to give them up. Since fried foods will always be popular menu selections, FitFrying.com is the key online resource for operators seeking to make them more healthful. It is also the “first-stop” for anyone looking to stay abreast of cutting-edge news and information related to fats, oils, and frying.

About the Partnership

The FitFrying Partnership is a collaborative effort of nonprofit and for-profit companies formed to guide healthier frying efforts. Premier partners include Bunge Oils, Frymaster, LLC, and Lamb Weston. Supporting partners include The Idaho Potato Commission and The Soyfoods Council. The partnership mission is to be the first-stop resource for foodservice operators on issues related to frying, and specifically how to incorporate healthier fried foods into menus. To learn more about the FitFrying Partnership, visit www.FitFrying.com.

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