



While the two top Super Bowl Championship contenders prepare for this season's showdown, some 40 million cooks in American homes will be setting up their own game plan to feed the 110 million TV viewers expected to watch the big event.

Super Bowl Sunday, considered the biggest party day of the year, has taken a few sophisticated steps forward from its past image as just another "beer bash for the boys."

Recent studies indicate that 39 per cent of the Super Bowl television viewers are women. Perhaps the excitement of the game has finally ignited women's competitive spirit, or maybe former "sports-widows" have decided, if you can't beat 'em, join 'em.

Whatever the reason, this trend has shifted women's role from backroom cook and clean-up crew to active hostess and fan. And that presents a new challenge to tackle in the entertainment strategy for the day—how to keep all of the fans where the action is, instead of in the kitchen.

Preparing easy, ready-to-serve snacks such as these tested in the Kraft Kitchens will help even out the score between hostess and fan. This delectable combination of cheddar spread, party mix, tuna dip, nachos and hot cocoa offers something for everyone.

So whether the party is for the husband and his pals, couples, kids or just the gals, try these new food ideas from Kraft...and "Kick-Off the New Year Right."



SNEAK PLAY NACHO PLATTER

1 lb. pasteurized process cheese spread, cubed
1/4 cup picante sauce

1 tablespoon margarine
Tortilla chips
1 cup chopped tomatoes
1/4 cup pitted ripe olive slices

Combine process cheese spread, sauce and margarine; stir over low heat until process cheese spread is melted. Arrange chips on serving platter; top with sauce, tomatoes and olives. 6 to 8 servings

TOUCHDOWN TUNA DIP

1/2 cup salad dressing
1 8-oz. pkg. cream cheese, softened

1 6-1/2-oz. can tuna, drained, flaked
2 tablespoons sweet pickle relish

Gradually add salad dressing to cream cheese, mixing until well blended. Add remaining ingredients; mix well. Chill. Serve with crackers, bread rounds or vegetable dippers. 2 cups

HALF-TIME CHEDDAR SPREAD

2 cups (8 ozs.) shredded sharp natural cheddar cheese

1/4 cup margarine
1 tablespoon milk
4 crisply cooked bacon slices, crumbled

Combine cheese, margarine and milk, mixing at medium speed on electric mixer until well blended. Stir in bacon. 1-1/4 cups

QUICK PASS PARTY MIX

1/2 cup margarine, melted
1 teaspoon soy sauce
1/2 teaspoon ground ginger
1/2 teaspoon garlic salt
2 cups bite-size crispy rice squares

2 cups bite-size crispy wheat squares
2 cups chow mein noodles
1 cup peanuts
1 3-1/2 oz. jar macadamia nuts
1/2 cup raisins

Combine margarine, soy sauce and seasonings. Pour over combined remaining ingredients; toss lightly. Spread on 15x10x1-inch jelly roll pan. Bake at 250°, 1 hour, stirring occasionally. 2 quarts

Variation: Substitute 1 cup almonds for macadamia nuts.

COCOA BLITZ

1/4 cup cocoa
1/4 cup sugar
Dash of salt
1/2 cup coffee

1 8-oz. container (3 cups) whipped topping with real cream, thawed
3 cups milk
Ground cinnamon

Combine cocoa, sugar and salt in saucepan; stir in coffee. Cook over medium heat until mixture boils; continue cooking 2 minutes. Add 2 cups whipped topping; stir until melted. Gradually stir in milk; continue cooking until thoroughly heated. Top with remaining whipped topping; sprinkle with cinnamon. Serve with cinnamon stick, if desired. Four 1-cup servings

SNACKS