

DINNER FROM THE DELI

Delicatessens have been flourishing for two hundred years. They originated in Germany where hundreds of smoked meat items were produced. The shops became known for their fine array of ready-to-eat foods, and soon cheeses, robust salads, specialty breads and a variety of mustards were added to please customer tastes.

During the 1900's emigrant butchers and shopkeepers brought their special recipes to America and started the first delicatessens here, mostly in larger cities. Deli pastrami sandwiches, corned beef on rye sandwiches, dill pickles and macaroni salad have long been popular in New York, Philadelphia and Chicago. Travelers often sought out these items when visiting the cities.

It wasn't until the mid 1970's that deli departments started cropping up in supermarkets. Shoppers told their grocers they wanted a place where they could buy quality cheese and meats and other specialty foods. Shoppers added that they were also looking for personal attention, good service and the opportunity to order just the quantity of food they wanted.

To answer that need, the supermarket deli was born. In 1977 only 34% of newly opened stores had delis. By 1980 the service deli was included in most new supermarkets and many older stores were installing them. Today virtually all large supermarkets, stores with sales of \$1,000,000 or more a year, are equipped with deli counters. It's easy to understand why they're so popular.

The deli stocks a mouth-watering array of products not always found on the store's grocery shelves. The quality is consistently high. And the person behind the counter provides plenty of old-fashioned service—such as letting you sample a cheese before you buy, or giving advice on how to serve a product that's new to you.

Quality and service, however, aren't the only benefits. Add convenience and getting just the amount you want, and you can see how neatly the supermarket deli fits today's lifestyles.

For example, the growing number of one-member and two-member households often find it hard to buy small portions. Not so at the grocery deli. You can buy single servings of salads and pastas or just a few slices of meat or cheese.

Working wives and mothers also find delis an invaluable source for quick, delicious meals. And, since the kitchen is no longer solely a woman's domain—men and teenagers also shop and cook—the deli offers an ideal way for any busy cook to put together a meal or party in a hurry.

Remember the deli at party time, too. There are special platters with a variety of meats and cheeses, breads and crackers. Or you can buy the foods and arrange them yourself. Deli foods and sandwiches travel well on picnics, camping or hiking outings and on boat trips.

Deli food also meets the needs of today's nutrition-conscious consumer. The breads, from spicy rye to dark pumpernickle, are high in B-vitamins. The salads provide roughage and a wide variety of vitamins; meats and cheese are excellent sources of protein. The condiments that go with deli foods such as mustard and pickles are low in calories. And, if you have a special dietary concern, the deli department has many options.

The next time you stop at the grocery to pick up something for dinner, head straight for the deli department. Get a loaf of crusty bread, cheese, ham, turkey breast and salad for a side dish. Then, since spicy mustard is a "must" for sandwiches and cold cuts, pick up Gulden's brown mustard. When you get home you can build a sensational sandwich, or put together an appetizing cold plate in a matter of minutes.

Dinner from the deli is not only fast, it's delicious!



FOUR LAYER FEAST

Slice a large round loaf (1-1/2 lbs.) of cracked wheat, light or dark rye bread horizontally into four layers. Spread each layer with brown mustard and assemble:

Bottom layer: Leaf lettuce, 1/2 lb. thin sliced ham and 1/2 lb. sliced Lorraine cheese.

Middle layer: 1/4 lb. thin sliced hard salami and 1/2 lb. (1 cup) coleslaw.

Top layer: Leaf lettuce, 1/2 lb. sliced turkey, tomato slices and sliced onion.

Close sandwich with top crust. Insert 8 long skewers through top crust to bottom of sandwich. Garnish each skewer with cherry tomatoes, olives, pickles or cocktail onions. Cut sandwich into 8 wedges between skewers. Eat like a watermelon. Makes 8 servings.

FAMILY STYLE CHEF'S SALAD

- 1 head green or red leafy lettuce
- 2 eggs, hard cooked, sliced into quarters
- 10-12 cherry tomatoes
- 1/2 lb. Lorraine cheese, cut into 1x2x1/4-inch pieces
- 1/2 lb. ham, cut into 1-inch cubes
- 1/2 lb. roasted turkey breast, cut into 1-inch cubes
- salt and pepper

Tear greens into bite-sized pieces in salad bowl. Add remaining ingredients and toss with Sesame Curry Dressing. Makes 8 servings.

Note: This main dish salad may be made into smaller portions by cutting down amounts of lettuce and other ingredients. If desired add sliced green pepper and sliced onions.

SESAME CURRY DRESSING

- 1-1/2 cups salad oil or
- 1/2 cup olive oil and 1 cup salad oil
- 1/4 cup lemon juice
- 1 tablespoon brown mustard
- 1 teaspoon curry powder
- dash of nutmeg
- 2 tablespoons of Sherry (optional)
- 3 tablespoons toasted sesame seeds

Combine all ingredients in blender except sesame seeds. Blend for one minute. Makes 2-1/4 cups. Add sesame seeds. Use 3/4 cup on Chef's Salad. Store remaining in refrigerator for use on other salads.

DELI CORDON BLEU

Spread each thin slice of ham with brown mustard; top with a turkey slice and a slice of Lorraine cheese. Roll; place seam side down on a shallow baking pan and bake in 350° oven or toaster oven about 10 minutes.

For microwave, place one roll on plate. Microwave about 2 minutes on HIGH power or until cheese just begins to melt.

MUSTARD BUTTER

- 1/4 lb. butter, softened
- 1/4 cup brown mustard

Mix by hand or in food processor. Use for making sandwiches. Keeps well in refrigerator. Makes about 1/2 cup.

MONTE CRISTO SANDWICH

- 1 slice ham
- 1 slice Lorraine cheese
- 1 slice turkey breast
- 2 slices French toast

Layer ham, cheese and turkey breast between French toast. Place on ungreased baking pan and heat in 400° oven for 15 minutes. Makes 1 sandwich.

FRUITY MUSTARD SAUCE

- 1 jar (12 oz.) damson plum or apple jelly
- 1 jar (8-1/2 oz.) mango chutney
- 1 cup brown mustard

Combine all ingredients in medium saucepan, and simmer gently for 10 minutes, stirring occasionally. Delicious served warm or chilled over generous slices of turkey breast or ham.