

Magazine

WEDNESDAY, FEBRUARY 1, 1989

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John Beale/Post-Gazette

Joyce Winslow hopes to sell her heart-conscious program to Pittsburgh.

A MENU WITH HEART

By Marcia Bennett

Post-Gazette Staff Writer

Being a travel editor for several national magazines gave Joyce Winslow of Squirrel Hill entrée into some of the world's best kitchens and a deep appreciation for food, wine and cooking.

But when her father, a retired business executive living in Florida, had a heart attack eight years ago, she focused attention on a specific type of food — low in fat, sodium and cholesterol and chemical-free.

The result was Dining With Heart, a copyright program she has created and marketed to hospitals to establish medically approved, gourmet menus for recovering heart-attack patients. The menus, devised by Winslow in cooperation with a hospital's

nutritional staff, are then made available to selected restaurants who agree to prepare them according to the program's guidelines.

Winslow says that when recovering heart-attack patients are discharged from the hospital they are sensitive to their medical problems.

Usually they are issued a list of foods to avoid — those containing fat, cholesterol and sodium — to be substituted with what she calls an "all white" diet of fish, potatoes, pasta and rice. Having to explain their dietary restrictions to anyone outside the home, particularly disinterested waiters and waitresses, can be a problem.

"I discovered that the patients in my father's cardiac rehabilitation unit had stopped going out to dinner. They had literally taken themselves out of the social stream," she said.

After talking with her father's cardiologist and the hospital's nutritional staff as to what foods were permissible and practical, she created recipes with more appeal — such as roast squab with port wine, grilled chicken breast with white bean, fennel and escarole salad. Next, she took her menu ideas to a Fort Lauderdale restaurant to see if it was interested in participating in the experiment. The restaurant agreed and the program was officially launched.

In six weeks Winslow had signed up a half-dozen Fort Lauderdale restaurants that agreed to adhere to the nutritionally approved program and to prepare a separate printed Dining With Heart menu.

She decided the concept should be refined and offered to other cities. In the eight years the program has been in existence it has been sold in Washington, D.C., Fort Wayne, Ind.,

southern New Jersey, and her newest client, Philadelphia. And she's had preliminary talks with hospitals in Pittsburgh.

Only one hospital in each marketing area can lease the program and after it agrees to do so, Winslow contacts the chefs in about two dozen restaurants in the area. They must agree to use the food guidelines specified by the hospital's nutritional staff in recipes devised by Winslow and the chef. The chef can create or modify existing recipes for the Dining With Heart menu.

As part of the leasing agreement, Winslow prepares an advertising package to explain the program, identify the participating hospital and restaurants and tell how to obtaining a free membership card. Recovering cardiac patients discharged from the participating hospital automatically receive the card and a list of the selected restaurants.

To ensure the menu guidelines are maintained, restaurants are periodically checked by "mystery munchers," hospital staff members who pose as diners. They are familiar with the agreed-upon food guidelines and check for the appropriateness of the restaurant dish, making sure the restaurant is serving margarine rather than butter and skim rather than whole milk, for example.

Winslow says her program differs from the one offered by the American Heart Association, which asks restaurants if they would make certain ingredient substitutions, limit portion sizes and eliminate salt and monosodium glutamate (MSG) upon request. The association's program, she says, is not monitored.

Janet Bricmont, communications director for the American Heart Association's Western Pennsylvania Chapter, confirms there is no follow-up procedure. She said cardiac patients are encouraged to call restaurants to confirm their adherence to the program before making reservations. At present, 14 Pittsburgh restaurants are in the local Heart Association program.

For paying the fee, which Winslow would not disclose, to lease the program, the hospital reaps the good will of an ongoing relationship with its cardiac patients and taps a potential clientele among those who do not have cardiologists, Winslow says.

In Washington, D.C., 18,000 requests for the free cards were received after a six-month advertising campaign and 8,000 responded after a similar campaign in

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Adding more heart-conscious menus in restaurants

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Philadelphia. She says the responses were from people between the ages of 35 and 65 who did not have a cardiologist and wanted one.

Restaurants benefit from increased business as a result of the free advertising and publicity provided by the hospital and medical endorsement for certain of their foods, she added.

Winslow came here from California 18 months ago as an associate professor of English to help design and teach courses in journalism and public relations at the University of Pittsburgh. Prior to that she had attended the Cordon Bleu cooking school in Paris, was travel editor for Redbook and Madmoiselle magazines, owned a small winery in California's Napa Valley and taught at the University of California at Berkeley and at Temple University.

Confessing that her lifestyle has meant "never having season tickets to anything," she says she would like to relax a little, devote some time to herself and mull a new project or two, including a heart-conscious dessert cookbook for restaurant chefs.

Here is a sampler of the type of menu items being offered by restau-



*Dining
With
Heart* ©

rants participating in the Dining With Heart program.

Manhattan clam chowder

- 4 tablespoons margarine
- 1/2 bunch celery, diced
- 1 large green pepper, diced
- 1 large onion, diced
- 1 large carrot, diced
- 2 bay leaves, whole
- 1/2 teaspoon thyme
- 1/4 teaspoon white pepper
- 1/4 teaspoon cayenne pepper
- 18 to 20 cherrystone clams, shells well scrubbed
- 1 to 2 baked potatoes, diced or 1 to 2 raw potatoes peeled and chunked
- 1 (28-ounce) can tomatoes
- 2 tablespoons parsley flakes
- 1/2 cup flour
- 3/4 cup tomato juice

Place clams in large pot with 2 to 3 inches of water. Boil for 10 minutes or until clams are open. Remove clams from pot, reserving liquid. Remove clam meat from shells and coarsely chop or grind meat. Discard shells and set clam meat aside.

In large pot, add margarine and saute vegetables for about 15 minutes, stirring frequently. Add bay leaves thyme, white pepper and cayenne. (If using raw potatoes, add them at this point.) Cook for about 5 minutes, stirring frequently.

Add reserved cooking liquid from clams; add parsley, juice from the tomatoes and the tomatoes, crushed. Stir and simmer for 45 minutes to 1 hour.

Dissolve flour in tomato juice and slowly whisk into soup, bring soup back to boil; remove from heat. (If using baked potatoes, add them here). Remove bay leaves, and add minced clams. Makes 8 cups.

— Oyster House, Philadelphia

Fresh tuna Livornese

- 2 pounds fresh tuna (4 pieces fillet or steak)
- 1 large clove garlic, chopped

- 1/2 bunch parsley, chopped
- 4 teaspoons olive oil
- 1 (8-ounce) can plum tomatoes, chopped
- Salt and pepper to taste

Saute garlic and most of parsley in oil; add tomatoes, salt and pepper and cook for 5 minutes.

Add tuna and cook slowly for 10 minutes, turning after 5 minutes. Sprinkle with fresh parsley and serve. Serves 4.

— Ristorante La Buca, Philadelphia

Grilled chicken salad with rice wine basil dressing

- 2 tomatoes
- 8 new red potatoes
- 1/4 pound, thin green beans
- 4 skinless, boneless chicken breasts
- Assorted seasonal lettuces

Dressing:

- 1 cup olive oil
- 1/3 cup rice wine vinegar
- 1/2 teaspoon sesame oil
- 1 finely chopped shallot
- 1/2 teaspoon sugar
- 1/2 bunch fresh chopped basil
- Juice of 1 lemon
- Salt and pepper to taste

Cut tomatoes into 12 pieces each. Cook potatoes, cool to room temperature and cut into 8 pieces each. Cook green beans until crisp. Chill.

Mix tomatoes, potatoes and green beans with half of the dressing and marinate for 1 to 2 hours in refrigerator.

Grill or broil chicken breasts and slice each into 3 pieces. Place breast pieces over lettuces and top with potatoes, tomatoes and green beans. Pass extra dressing if desired.

— Melrose Restaurant, Washington, D.C.