

Listen
to your
heart

08

viana

TOFUTOWN NEWS

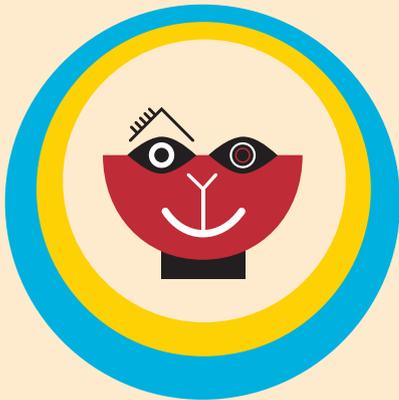
VEGGIE LIFESTYLE NEWSLETTER FROM TOFUTOWN •

Tofutown.com is the organic foods company which produces your Viana products in the beautiful Volcanic Eifel region. In Tofutown only 100% vegetarian organic ingredients are used. Clean water, clean air and unspoiled nature for your foodstuffs.

WWW.VIANA.COM

WWW.TOFUTOWN.COM

WWW.TOFUTOWNNEWS.COM



Good day,

Viana Fans often come to Tofu Town Hall and ask where they can buy all those delicious Viana specialities. Where Bahrain, Iceland or Portugal are concerned I have to ask the Tofu truckers who regularly go there, but here in Germany the answer's crystal clear – in virtually every health food store!

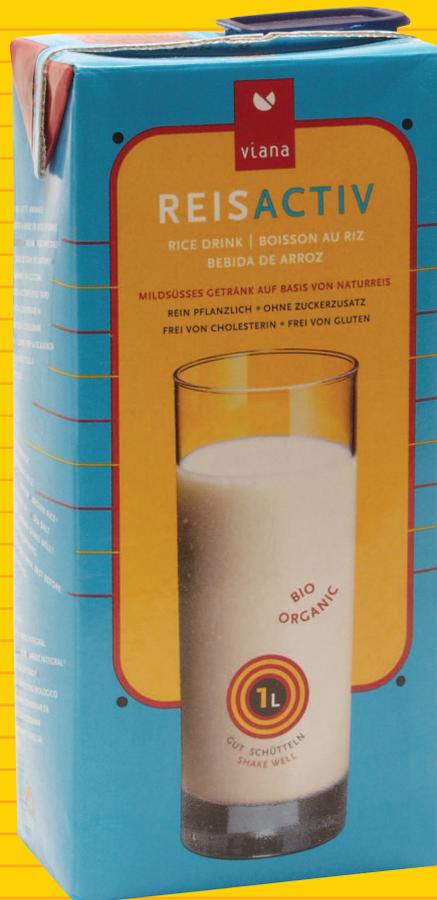
Just follow my Tofu route plan. Leave the meat counter behind you on the left hand side. Make a bee-line to the **cooler**, where Cowgirl Veggie Steaks, Veggie Schnitzel and Veggie Gyros are impatiently waiting – often in the company of finest Viana Carpaccio cold cuts, choicest Real Smoked Tofu, Seitan & co. – or even the fresh Viana ravioli! The next stop is the **soy drink corner**. Here you can get that delicious Viana ReisActiv, creamy Coffee Creamer and more.

Finally, at the **sandwich spread shelf** you can fill up your shopping basket with such bestsellers as the Viana Sound spreads Fumé and Veggie Garden.

Always at your service,
Your Tofu Mayor

PS By the way, you can read the Viana Tofutown News 1-7 on the web at www.tofutownnews.com

TOFUTOWN.COM GMBH
D-54578 TOFUTOWN WIESBAUM



Fitness drink for the active

Viana ReisActiv provides instant energy, without burdening your body

Viana ReisActiv is made from naturally fermented choice whole grain rice, a little organic safflower oil, pure water from the Volcanic Eifel – and nothing else!

The result is a pure white, naturally and mildly sweet drink. Viana ReisActiv is free of added sweeteners, high in ready carbohydrates and low in fat, as well as lactose free and cholesterol free.

Viana ReisActiv is now a classic and belongs in every health food store.

What can you do with Viana ReisActiv?

Drink it. Best of all chilled – no matter whether on its own or creatively mixed with fruits.

And of course it tastes great with muesli – and children love it, too.

Berry shake

Blend a handful of berries (raspberries, boysenberries, blueberries are just right) and 200 ml ReisActiv per person.

Serve chilled, garnished with a peppermint or lemon balm leaf.

TOFUISM N° 9
Tofu makes your life easier.



TOFU FACT N° 6

60,000 cases of salmonella are reported by the German health authorities each year. Experts estimate the number of unreported cases to be several 100,000 – as the German public TV programme “Report” disclosed in July. Salmonellae are the most common cause of food poisoning in Germany. They are transmitted via animal products such as meat, milk and eggs. Good news for Viana fans: in all of the Viana premises only vegetable ingredients are used – no chance for salmonella. ●

Back to basics

Tofu, seitan & co. are as good now as thousands of years ago (however do pay attention to the “best by” date). Thousands of years ago, creative cooks conjured up delicious protein rich foods using soy and cereals. At Viana these classics are additionally particularly low in fat and naturally cholesterol free. This makes them an important contribution to modern nutrition.

The classic with a thousand faces: Viana Real Nigari Tofu

A must in modern cooking!

Tofu has a neutral flavour and is exceptionally adaptable. It can be seasoned according to taste, crumbed or marinated – tasty or delicate, savoury or mild, sweet and sour!

Viana has been making tofu for 25 years, using sophisticated production methods. This know how, carefully selected organic soybeans, natural nigari and the pure water of the Volcanic Eifel guarantee premium tofu with top quality and great texture. By the way, Viana Sprout Tofu and Hazelnut Tofu are also simply delicious! And we guarantee that none of our tofus sticks to the frying pan.

The starter drug: Viana Real Smoked Tofu

This hearty speciality is especially popular with Tofu novices. Viana Real Smoked Tofu owes its tasty smoke flavour to pure beechwood smoke – without any smoke flavouring or curing salts.



The insiders' tip: Viana Seitan

Asian monks are supposed to have invented this meat-like wheat protein product – this sounds plausible, as making seitan is time consuming, and one could certainly regard the constant kneading and rinsing of the wheat dough as a meditative process! Compared with tofu, seitan is still an insiders' tip in this country. But what a delicious one! Viana Seitan is made with great patience according to a traditional recipe, using wheat, water and soy sauce (and nothing else!). Its defining characteristics are its tasty flavour and diverse uses.



Quick Wok

Dice Viana Real Nigari Tofu and wok-fry with a little peanut oil. Add chopped vegetables of the season, stir-fry and douse with soy sauce.

Onion Seitan

Cut Viana Seitan into thick slices and fry briefly in vegetable oil. Add lots of sliced onion and salt or soy sauce to taste. Fry it all until golden and crispy. A simple and hearty meal that you can serve for instance with mashed potatoes or vegetables. For children, with ketchup!

TOFUISM N° 10

Take tofu – because how we eat is how we manage planet earth.