

The South Beach Diet Now Easier Than Ever To Follow

(NAPSA)—Now it's easier than ever to follow one of the most popular weight loss plans and eat right.

Kraft Foods, North America's largest food company, in an alliance with The South Beach Diet and its creator, Arthur Agatston, M.D., has a new line of South Beach Diet products.

A new study suggests dieters might be more successful if they focus on the types of foods they eat. In fact, the study found overweight and obese adults who followed the principles of The South Beach Diet lost more weight and body fat compared to dieters who adopted a low-fat, portion-controlled plan.

"The new research reinforces what I've been witnessing in my practice for years—my patients are able to enjoy a variety of foods without counting calories or feeling deprived," says Dr. Agatston.

"My goal is to help change the way America eats and these great-tasting, nutrient-rich products from Kraft are convenient, making it easier for people to follow The South Beach Diet—whether for a healthy lifestyle or weight loss," he adds.

Consumers looking to choose whole grains will have two new options with the South Beach Diet cereals. Both great-tasting varieties contain no trans fat and are an excellent source of whole grains.

For a meal while on the go, Kraft offers three convenient bars.

Kraft offers five satisfying varieties of cereal bars made with wholesome ingredients and three times more protein than the leading cereal bar. Perfect for a convenient and delicious breakfast or snack for people on-the-go.

The new South Beach Diet Refrigerated Wrap Sandwich Kits offer quick, delicious meal solutions that consumers can put



together fresh when they are ready to eat! The four varieties include high-quality ingredients such as lean meats, 2 percent cheeses, soft tortilla wraps and flavorful sauces or dressings.

Kraft offers eight delicious entrees to choose from, featuring generous portions of lean meats, crisp vegetables and in some varieties, whole grains.

Pizza can be part of The South Beach Diet with the line's four great-tasting new varieties, delivering hunger satisfaction through generous toppings on a fiber-rich crust.

Dr. Agatston's best-selling "The South Beach Diet" (St. Martin's Press) is in grocery stores in paperback—so it's easier and more convenient for dieters to use as a reference. In addition, a new, updated paperback edition of "The South Beach Diet Good Fats/Good Carbs Guide" (Rodale, Inc.) complete with an easy-to-follow index, food content and nutritional information, portion recommendations and a Frequently Asked Questions section, is in bookstores.

"The South Beach Diet" and "The South Beach Diet Cookbook" are now available in large print

from Random House, and "The South Beach Diet" is on audiocassette and CD from Harper Audio.

The popular online community at www.southbeachdiet.com offers devotees of the diet references, tips and tools such as meal planning ideas, food content and nutritional information as well as weight management and lifestyle ideas.

The diet encourages people to eat a variety of foods, such as lean sources of protein, reduced fat cheeses and dairy products, whole grains, fruits and vegetables, and right fats like olive and canola oil.

"It has been a great revelation to me that weight loss is not about low carbs or low fat but the right carbs and the right fats," Dr. Agatston said. "I am also encouraged that people appear to be shifting from strict low-carbohydrate diets to more balanced approaches. And I am seeing a growing consensus among nutrition experts about the importance of the right carbs like whole grains, fruits and vegetables in the diet, as well as including unsaturated fats like olive and canola oils—all consistent with The South Beach Diet."