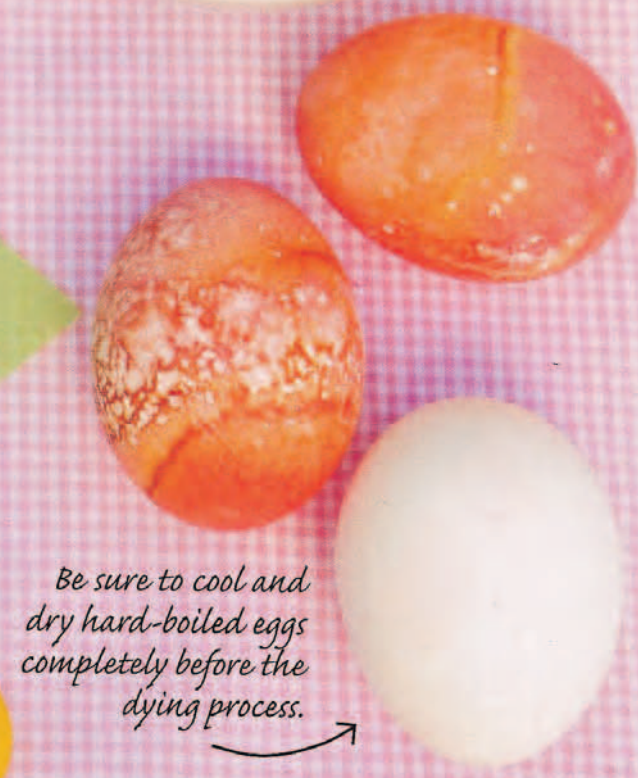




Color Wonder

To achieve the batik-print look for the eggs, mix 1 part vinegar to 2 parts water. Then, blend in Wilton gel icing color until you get just the shade you want. The dye is available in more than two dozen colors, allowing you to create just about any hue imaginable. So, gather small bowls and spoons, and stir up a veritable rainbow of possibilities.

← These nifty dyes from wilton.com can be mixed to customize your colors.



Be sure to cool and dry hard-boiled eggs completely before the dying process. →

With a plate of crudites on the coffee table and mimosas in hand we began to research food magazines, looking for what they didn't offer. We analyzed food blogs for trends, scoured tens of food magazines and watched cooking shows. We found that something big – something comforting, relaxing, and delicious – was missing. It was brunch.

A few months later, we are finally ready to present to you a publication with class, superior taste and a lot of fun. *Better Brunch* is a colorful guide designed to elevate your senses and celebrate what we think might just be the best invention since bacon.

With vibrant spreads, *Better Brunch* will inform you of the latest food trends and the best ways to entertain those you love, and we'll let you in on the secrets to help throw the perfect mid-morning meal.

From soothing lavender hot chocolate to a sweet and savory apple and sausage pizza, we've got adventurous recipes for the at-home cook who won't settle for vanilla. With our iPad application, comprehensive website and reader brunches, we hope to develop a community for those who love all that we value: delicious meals shared with our favorite people.

So, consider this your formal invitation to join us as we enrich our tastes, minds and lives – together.

Welcome to *Better Brunch*.

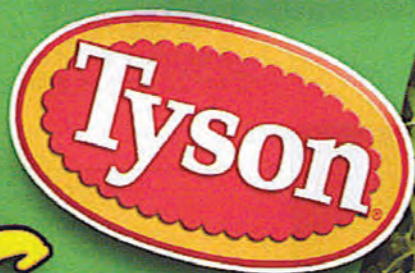
Sincerely,

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Oatmeal

from boring to bold

Your everyday breakfast is supposed to be a quick and easy jumpstart to a busy day, but who says it has to be boring? Plain oatmeal can be blah, but we've taken this basic breakfast staple and given it a fun and delicious makeover.

By Jennifer Koppelman



Peanut Butter and Banana

Whether it is chunky or creamy, 1 tablespoon of peanut butter mixed in to your oatmeal can give it some added protein and a whole lot of flavor. Add banana slices for a flavor combo that is reminiscent of the classic peanut butter and banana sandwich.



Cherry Vanilla

Dried cranberries are good in oatmeal but a fairly common add-in, so for a similar sweet but tangy flavor, we've added dried cherries for a new twist on cherry vanilla flavor. Add ¼ cup of dried cherries to a serving of oatmeal before cooking, and after cooking add a dash of vanilla extract and a splash of milk or cream for a richer consistency.



Pumpkin

For a taste of fall, no matter the season, add 1 tablespoon of canned pumpkin, 1 tablespoon of pecans and a dash of cinnamon to your cooked oatmeal. A spoonful of honey will add a little sweetness to this flavor combo.



Chocolate Chips

For all you chocoholics, add a few mini chocolate chips to your oats. They're enough to make a delectable treat while avoiding super-high-calorie morning snacks like pastries and donuts.

Kids' Idea:

A few colorful sprinkles on top of your kids' oatmeal can add some fun to their morning and entice them to eat a healthy breakfast.



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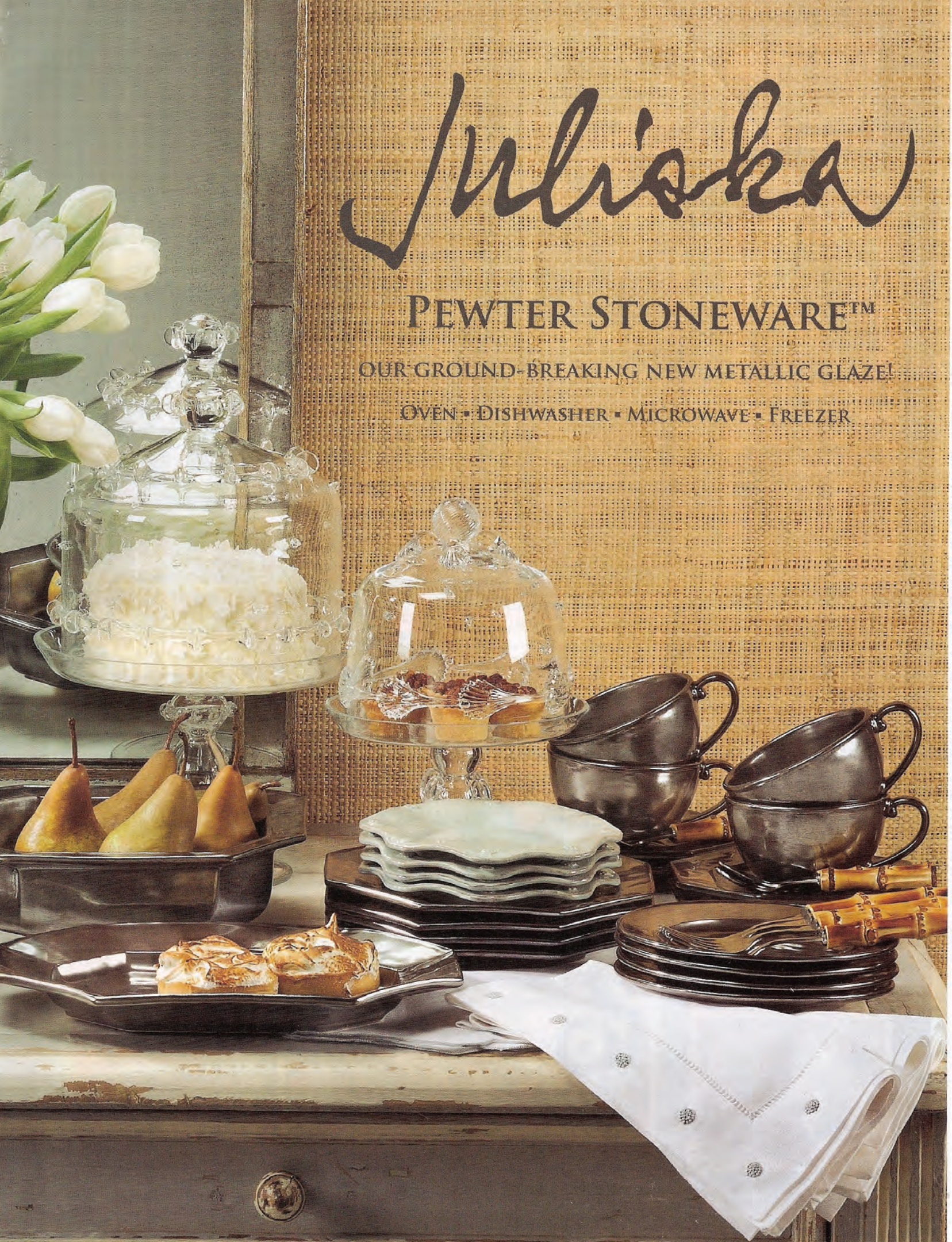
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Tabletop Trends

What's in vogue this Spring for the kitchen

A spotlight on the hottest foods hitting the scene this year. Incorporate them into your brunch and expect guests to come to you for culinary consultations.

By Madeline Giangrosso

Organic Chocolate

A health nut that can't get rid of her insatiable sweet tooth can start seeking low-fat alternatives to decadent desserts. People tend to gravitate towards good-for-you foods so that when they do indulge, they feel better about it—especially when the ingredients are organic. Big Train, Inc., which manufactures organic chocolate syrup, knows that Hershey's is the indisputable market leader, but its organic alternative has a similar taste.





<< Gluten-Free Food

Gluten-free doesn't have to be just for those people dealing with hypersensitive allergies. Even though it can be difficult, if not impossible, to make pasta without gluten (which is essentially the glue that holds the dough together), certain companies, such as Conte's Pasta, have mastered producing gluten-free dishes.



Smoked Fish >>

White fish and smoked salmon are considered staples at New York Sunday brunches, where they can be mixed with mayonnaise, capers and onions. But the smoking technique can spread into other products, too. Guests are always looking to be wowed by their meals, and adding smoke flavor really intensifies any food's natural taste. Try the Smoked Salmon Lox Benedict on page 42.



Coconut ^

Coconut flavors have taken off in the last year, for the most part because product developers found out how to keep its addictive taste and still keep it pure and natural. "There's been an ongoing consumer shift away from carbonated beverages and that's no secret," said Vita Coco, which manufactures coconut water. They have seen an ongoing consumer shift away from carbonated and towards water-type beverages that can add some punch to your drink.



Nostalgic Comfort Food >>

Homemade favorites include classic meatloaf and mini hamburgers that became popular during the 1950s and '60s because they offer a sense of comfort and hominess. During tough times, history has shown that people turn to old-fashioned sweets like peppermints and peanut butter cups to feel better. And companies seem to be catching on fast to this belly-pleasing remedy for stress by coming up with foods that honor the classics. Grandma would be proud.



Exotic Citrus ^

Ever since the craze for blood oranges came full circle, food makers have been looking to introduce exotic citrus fruits into as many recipes as possible, not only in juices, but also cooking sauces (think Hawaiian-style chicken and pork).

Go to betterbrunch.com for gluten-free waffle and pancake recipes and more 2010 food trends.