



## mark your calendar

### IT'S NATIONAL SALAD MONTH!

When **Shakespeare** spoke of “salad days,” he referred to a time of youthful freshness — much like the days of May, when the newness of spring still lingers. Although the fresh flavor and nutritious value of salads are enjoyed all year round, May has been named National Salad Month and serves as a tasty reminder to eat more greens.

There's no doubt about it — Americans love their salads. Salad consumption is at an all-time high, with 73% of U.S. households serving salad regularly and lettuce sales exceeding \$1 billion. Of course, most of us don't consider our salad to be complete without salad dressing!

According to a recent Gallup survey, almost every salad eaten in the U.S. is topped with salad dressing and more than 60 million gallons of salad dressing are consumed each year.

Celebrate National Salad Month by eating a fresh, delicious salad topped with salad dressing today!

## facts & forklore:

### HISTORY OF SALAD DRESSING

The popularity of salads and salad dressing goes back nearly 2,000 years, when the Babylonians used oil and vinegar to dress their greens. Early Romans preferred their grass and herb salads dressed with salt, while Egyptians flavored their salads with oil, vinegar and Oriental spices. Salad also was a favorite in the great courts of European monarchs — royal salad chefs often combined as many as 35 ingredients in one enormous salad bowl.

In the 20th century, Americans went a step further in salad development — making it a fine art by using basic ingredients (including oil, vinegar and spices) to create an infinite variety of dressings. Store-bought dressings were largely unavailable until the turn of the century, so home chefs started from scratch using their own mix of ingredients. Gradually, restaurants began packaging and selling their dressings to delighted customers, and the salad dressing industry was born. Some of today's most popular salad dressing brands were on the market as early as the 1920's.

## america's favorite salad dressings



Ranch dressing ranks as America's favorite, followed by Italian, Creamy Italian, Thousand Island, French and Caesar.