

VALENTINE'S DAY SURVEY

Are Men or Women The True Chocoholics?

(NU) - A new survey shows that while more than six in ten Americans believe that women are the true chocoholics, the reality is that men and women consume the delectable sweet at about the same rate. In fact, about half of both sexes report eating chocolate every week.

Apparently due to the misconception that men eat less chocolate, the survey also shows that women are far less likely to give chocolate to their spouse or partner on Valentine's Day. So, for women who are not planning to say, "Be my Valentine" with chocolate, perhaps it's time to reconsider.

These are among the results of the Brown & Haley National Valentine's Day Chocolate Survey. Brown & Haley, one of the nation's largest boxed-chocolate manufacturers, designed the survey to reveal our true feelings about chocolate, one of the universally popular gifts for Valentine's Day.

According to Brown & Haley president, Mark Haley, chocolate sales for the Valentine's Day period this year are projected to be approximately \$500 million at retail, with at least half of all American adults giving chocolate to their sweethearts.

The Brown & Haley Chocolate Survey was conducted by Roper Starch Worldwide and consisted of personal interviews — covering 11

questions about chocolate — with a nationally projectable sample of one thousand people. Here are some of the survey highlights:

- 48 percent of all Americans say they eat chocolate at least once a week. This breaks into 50 percent of women and 47 percent of men, a difference that is not considered statistically significant.

- 50 percent of all men surveyed often or sometimes give chocolate to their spouse or partner on Valentine's Day, while only 34 percent of all women are likely to reciprocate.

- 42 percent of the respondents say that "chocolate is a reward" they give themselves; 16 percent say that it is an aphrodisiac and six percent say that eating chocolate is "better than making love."

- When asked with which Hollywood leading man they'd most like to share a box of chocolates, the largest group of women (14 percent) equally want to nibble sweets with box office hunks Mel Gibson and Kevin Costner, while Tom Selleck ran a close third (13 percent).

- Most men (11 percent) were ready to indulge their sweet tooth with "pretty woman" Julia Roberts, while trading truffles with "catwoman" Michelle Pfeiffer was a close second (10 percent).



SUGAR PUDDIN'

by Zelds Puryear '94



GIFTS OF THE HEART

(NAPS)—While today the heart shape is associated with Valentine's Day to celebrate "love," most people don't realize that the symbolic meaning of the heart has evolved over thousands of years. The Pagans used the heart as an icon for the stylized female buttocks. By the twelfth century, it took on a more romantic meaning, according to the Oxford English Dictionary which notes the heart was considered "the seat of love and affection." Also in the Middle Ages, February 14th became known as a day devoted to lovers. Therefore, it is not surprising that the heart shape is linked to this special day.



For centuries, diamonds too have been a symbol of romance because they are the hardest known substance on earth and have come to represent the unbreakable bond of love between man and woman. Thus, Valentine's Day is the perfect occasion to prompt sparkling gifts of the heart. In fact, according to a survey conducted by the advertising agency NW Ayer, 72% of women feel diamond jewelry signifies a gift of love.

"Aside from being an ideal Valentine's Day gift, heart-shaped diamond jewelry is a classic," says Lynn Ramsey of the Diamond Information Center. "Diamond hearts come in a myriad of styles—pendants, brooches, earrings, necklaces—and a wide variety of price ranges."

For the most romantic day of the year, here are some imaginative ways to give the gift of diamonds to that special someone:

- Toast your love with a heart-shaped diamond necklace draping over her glass of champagne
- Give her a heart-shaped box of chocolates with a diamond ring in one of the candy slots
- Adorn a teddy bear with a heart-shaped diamond brooch
- Place a diamond ring on the stem of a red rose
- Hide a pair of diamond earrings in a box of sugar heart candies
- Pin a diamond brooch on the

A DIAMOND SUITE FOR YOUR SWEETHEART—The mystique of diamonds has been capturing hearts for centuries. It's not surprising, then, that nothing will capture the heart of a special Valentine quite like heart-shaped diamond jewelry. The transparent setting of Fior Drissage's flexible diamond heart earrings enhances the natural brilliance of the diamonds by letting light through. Available in several different styles and sizes, the delicate pair shown above features one carat. H. Steppenjay, Inc.'s 2.5 carat diamond heart brooch is something she'll always keep pinned over her own heart. Martin Flyer's dazzling diamond and gold heart pendant necklace carries 1.5 carats.

lapel of a new red velvet jacket

- Invite your loved one over for a romantic dinner and have a diamond ring placed around a burning candle in the middle of the table
- Put a pair of diamond stud earrings inside a fortune cookie

Today, as always, St. Valentine's Day remains the favorite time for presenting someone special with gifts close to the heart. And for many fortunate women, the message of love is obvious when the gift happens to be diamonds.

Bake Some Gifts from the Heart This Valentine's Day

Put some heart into your valentines this year by baking cookies topped with festive valentine candies. These melt-in-your mouth treats will melt hearts, too.

Home economists at E. J. Brach Corporation have developed two recipes to sweeten your Valentine's Day. For a big display of affection, make Giant Sweetheart Cookies. These buttery masterpieces are big enough to share and they're fun to decorate. Or, put your loved-ones on Cloud Nine with Hearts 'N Coconut Clouds, crispy milk chocolate candies floating on coconut cookies.

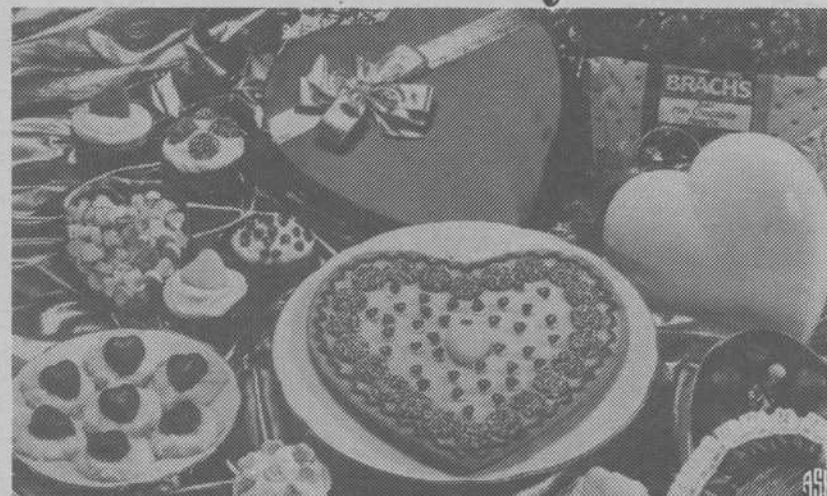
Hearts 'N Coconut Clouds

- 2 c. loosely-packed flaked coconut
- 1/2 c. sugar
- 3 tbsp. flour
- Pinch salt
- 3 egg whites
- 1/2 tsp. almond extract
- 1 package (7-ounce) Brach's® Crispy Milk Chocolate Hearts, unwrapped

Preheat oven to 325°. Combine coconut, sugar, flour and salt. Stir in egg whites and extract until well mixed. Drop by teaspoonfuls onto greased and floured baking sheets. Flatten with fingers to 1 1/2-inch circles. Bake 12-14 minutes or until edges just begin to brown. Immediately remove to cooling racks. Cool only for 4 minutes. Then, center 1 unwrapped Brach's Crispy Milk Chocolate Heart on each cookie. Press down gently. The chocolate will set in the warm cookie. Cool completely. Makes 2 dozen.

Giant Sweetheart Cookies

- 1 c. butter or margarine
- 1 c. sugar
- 1 egg
- 1 1/2 tsp. vanilla extract
- 2 c. flour
- Pre-packaged tube of decorating icing in pink or white
- Assorted Brach's® Valentine Candies



Preheat oven to 325°. Line sides and bottoms of 2 9-inch heart-shaped cake pans carefully with foil. Spray foil-lined pans with cooking spray. Cream butter and sugar with electric mixer. Beat in egg and extract. Gradually mix in flour until well blended. Divide dough in halves. Press each half into bottom of foil-lined pans using wet fingers to prevent sticking.

Bake 25-30 minutes or until edges are lightly browned. Cool in pans 10 minutes. Lift foil out of pans. Cool on wire racks 10 more minutes. Remove foil carefully. Cool completely. Use decorating icing as "glue" to attach assorted Brach's valentine candies to cookies and to edge cookies as desired. Makes 2 9-inch cookies.

If heart-shaped pans are not available, use 2 9-inch round cake pans. Trace a giant heart on each round cookie with decorating icing, then decorate within heart-shaped area.

Gift-Giving Ideas

The presentation is almost as important as the gift itself. Here are

some ideas to make your Valentine's Day presents extra special.

- Wrap your giant heart-shaped cookies in pink or red cellophane or clear plastic and tie with pink and red curling ribbon.
- Fill a red coffee mug with assorted valentine candies, wrap in tinted or clear cellophane and tie with a bow. Or, select a mug that depicts your loved-one's favorite hobby or sport, such as golf, fishing or shopping.
- Tie heart-shaped cookie cutters on valentine packages for your favorite bakers.
- Fill heart-shaped clear plastic containers, found at craft stores, with Brach's Conversation Hearts. Tie a pretty hair bow through the loop on top and surprise a little girl with a special treat.

- For boys, purchase an inexpensive small plastic dump truck. Wrap a bundle of Conversation Hearts and individually-wrapped Valentine's Day candies in cellophane to create a load of goodies to place in the truck.

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