

THE PHILIP MORRIS



FAMILY COOKBOOK

DEDICATION

We wish to express appreciation to the Philip Morris USA/Richmond employees and the retirees for their support and involvement in the "Building Our Business" and "Building a New Tradition Together" programs. Through these programs we have come to realize that as ambassadors of our company, we can never lose sight that whether we work in our cigarette, food or beer business, we all have a stake in our business.

This delightful cookbook comes to you from the employees and retirees of Philip Morris USA in Richmond, Virginia. Therefore, we dedicate this cookbook to you the employee, who reflects the quality, innovation and success that have made Philip Morris the largest and most successful consumer products company in the world.

Together, we have made a difference!

Thank You

FORWARD

In 1989, Philip Morris USA/Richmond began an exciting and innovative campaign called "Building Our Business" (BOB). The BOB program was based on the belief that the more we know about the cigarette industry, its issues and our products, the more we, as employees can do to make an impact on the growth of our company. Our major goal of the campaign was to increase Philip Morris USA's market share in the Richmond area by 2 percent. Indeed, we did make a difference. The local market share of our cigarette brands increased by 3.7 percent.

It became clear that "Building Our Business" was just a beginning. A second campaign, "Building a New Tradition Together" (BANTT), reached out to all the operating companies of Philip Morris Companies Inc. A joint effort among Philip Morris USA, Kraft General Foods and Miller Brewing Company proved that "We Are Family" and that the spirit of Marlboro Country should not be limited to just cigarettes. We should expand our thinking of Marlboro Country to include all our PM family of products. We learned that "It's Our Business" to become familiar with and support our products and when we "Bring Our Family of Products Home," we're making a positive impact on our company. With "Food for Thought" we realized that "It's Up to Us" to buy PM.

The Philip Morris Family Cookbook celebrates the success of both BOB and BANTT. As you follow the recipes, please don't forget to use Philip Morris products whenever possible. Each time we purchase our products, and encourage others to do the same, we're Making a Difference...Building Our Business...and continuing to Build a New Tradition Together.

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APPETIZERS

Employee Relations
employees display
Marlboro promotional
products at the
United Way picnic.



SOUPS, STEWS, SAUCES



Information Services employees sample
Philip Morris products during Building A
New Tradition Together.

Molded Crab Salad

1 pkg. **JELL-O**, lemon
1 cup hot water
1 cup **Kraft Mayonnaise**
Juice of 1/2 lemon
1 cup chopped pecans
1 cup chopped celery
Small jar stuffed olives
2 or 3 small sweet pickles
2 hard boiled eggs
Dash of onion juice
1 can crabmeat

Dissolve **JELL-O** in hot water. Chill but do not set. Slice olives, chop pickles and eggs, then combine all remaining ingredients to **JELL-O** mix. Chill until set and serve on bed of lettuce.

Number of servings: 6

Judy Tipton, Park 500

Mother-In-Law Salad

3 Red Delicious apples (or any firm apple)
3 Snickers Bars—regular size
1 12 oz. container **Cool Whip** (regular, lite,
real cream)
1 tbs. lemon juice

Refrigerate Snickers Bars. Core and dice apples. Do not peel. Mix with 1 tbs. lemon juice. Dice/cube Snickers Bars. Mix Snickers Bars, apples, **Cool Whip**. Chill 30 minutes and serve.

Sharyl L. Cline, Material Purchasing

No-Sugar Cranberry Salad

- 2 envelopes **JELL-O**, sugar-free raspberry
- 1 1/2 cups hot water
- 1 cup unsweetened applesauce
- 3/4 cup chopped celery
- 1 cup finely chopped raw cranberries
- 2 tsp. prepared horseradish

Stir gelatin into hot water until completely dissolved. Stir in rest of ingredients. Pour into 4 custard cups and refrigerate until set. To serve, wrap hot cloth around outside of each custard cup for a few seconds, then invert onto lettuce-lined salad plate. To serve as a dessert, omit horseradish and celery and turn out each cup onto a pineapple slice.

Number of servings: 4

Barbara Skolaut, Bay 3, Manufacturing Center

Orange Sherbet Salad

- 2 3 oz. pkgs. **JELL-O**, orange
- 1 cup boiling water
- 1 pint orange sherbet
- 1 8 oz. can crushed pineapple (do not drain)
- 1 cup **Kraft Miniature Marshmallows**
- 1 11 oz. can Mandarin oranges (drained)
- 8 oz. **Cool Whip**

Dissolve **JELL-O** in boiling water. Add sherbet (works better if sherbet is soft). Mix well. Add pineapple, marshmallows and oranges. Fold in **Cool Whip** and refrigerate.

Number of servings: 6

Robert Rainey, Technical Services

Watergate Salad

9 oz. **Cool Whip**
1/2 cup chopped pecans
1/2 cup (heaping) **Baker's Coconut**
16 oz. crushed pineapple (drained)
3 3/4 oz. **JELL-O Pistachio Pudding** (instant)

Make pudding as per **JELL-O** package directions. Add ingredients to pudding. Mix thoroughly, chill and serve.

Number of servings: 6

Robert A. Brewster, Stockton Street
