

My easiest-ever 30-MINUTE MEALS!

EVERY DAY

with RACHAEL RAY

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How to make it faster & easier & more delish!

- Mac 'n' Cheese
- Baked Chicken
- Cheesecake
- Meatballs
- Lasagna
- Tacos
- Pizza

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THE BEST BURGER

AT RACH'S BIG BASH

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FEBRUARY 2011



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**PUT THIS FAVORITE
IN YOUR
BIG GAME LINEUP**

Kick off a winning football party
with this quick and easy
Ocean Spray® Cranberry MVP.



Ultimate Party Meatballs®

INGREDIENTS

1 14-ounce can Ocean Spray® Jellied Cranberry Sauce
1 12-ounce bottle Heinz® Chili Sauce
1 2-pound bag frozen, pre-cooked, cocktail-size
meatballs

DIRECTIONS

Combine sauces in a large saucepan. Cook over medium-low heat, stirring until smooth. Add meatballs. Cover and cook for 15 minutes or until meatballs are heated through, stirring occasionally.

Makes 30 appetizer servings

Slow Cooker Preparation:

Place meatballs in a slow cooker.
Combine sauces and pour over meatballs.
Cover and cook 4 hours on HIGH.

For even more ways to enjoy cranberries,
visit www.OCEANSPRAY.COM



HOW-TO

commercial appeal

The Super Bowl is known for its game-changing ads. We asked Edward W. Russell, associate professor of advertising at Syracuse University, **why some commercials are destined to be classics.**

They surprise you.



Remember last year's Snickers ad? Of course you do, because Betty White was playing football with a bunch of dudes.

Russell says: "**Betty White added a dimension of memorability** that helped the ad become number one in the *USA Today* Ad Meter."

They tell a story.



A great ad has a likable narrative. During last year's Super Bowl, **Google nailed it with its "Parisian Love"** commercial about a couple's meeting, marriage and path to parenthood, all conveyed via Google searches. "It told a charming tale in a very simple way," Russell says.

They use the right humor.



The Super Bowl has wide appeal, but its core audience is male. "**Men have an uncanny ability to laugh at themselves**, so guy humor that's not stupid, like the Doritos ad where a dog steals a bag of chips from a man on a park bench, works well," Russell says.

They play to pathos.



"The Super Bowl is one of the most American nights of the year," Russell says. One company that seizes on that sentiment is Anheuser-Busch, as with its Budweiser ad about a donkey that's a Clydesdale at heart. "**It's the classic underdog story**—a culturally American thing that we love."



HOST OF INSPIRATION

Dallas/Ft. Worth knows how to throw an outsize party. Feel free to borrow a play from these scene-makers.

CATCH THE GAME **Frankie's Sports Bar** 3227 McKinney Ave., Dallas, 214-999-8932; raw oysters, \$13 per dozen, beer from \$3 Recommended by Dallas Morning News sports reporter Todd Archer, Frankie's is serious about food (think raw bar). It also takes its TVs seriously: There are 38 (including two 10-foot projectors). Arrive by early afternoon to secure seats.

CHOW DOWN **Ellerbe Fine Foods** 1501 W. Magnolia Ave., Fort Worth, 817-926-3663; entrées from \$22 Chef Molly McCook uses local ingredients to create her refined takes on Texas classics, such as the chili-braised wild boar with pepper jelly, nopalitos (sautéed prickly pear cactus) and a mesquite bean blini. The in-house market stocks souvenir-worthy goods, like cactus jelly.

GET AROUND **Molly the Trolley** mollythetrolley.com Fort Worth's vintage-style Molly the Trolley will take you around downtown and to shindigs like the AFC Fan Party and Taste of the NFL, held the night before the Super Bowl to benefit food banks nationwide. Two routes are free; the third, a Saturday route, is \$1.50 one way.