

# Kraft Philadelphia Cream Cheese Cookbook



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Cream cheese was developed over 100 years ago and was first produced commercially by an ambitious<sup>1/4</sup> hard-working farmer in upstate New York. It was primarily used as a flavorful spread for bread<sup>1/4</sup> toast or crackers. Fresh fruit preserves were added to this<sup>1/4</sup> delightful new cheese giving it a novel taste-twist and creating an<sup>1/4</sup> almost endless variety of sandwiches and snacks.<sup>1/4</sup> This fresh<sup>1/4</sup> delicate<sup>1/4</sup> creamy-smooth cheese was not used as a<sup>1/4</sup> recipe ingredient until the mid 1920s. One of the first recipes<sup>1/4</sup> developed was the "Kraft Philadelphia Cream Cake; which was<sup>1/4</sup> later retitled "Supreme Cheesecake."<sup>1/4</sup> Although versions of this<sup>1/4</sup> original recipe appear in this book<sup>1/4</sup> it was first published in a 1928 Kraft recipe folder and became an instant favorite.<sup>1/4</sup> In the late 1940s and early 50s America discovered cocktail<sup>1/4</sup> parties and casual home entertaining. Certainly

this new life-style<br>helped give birth to appetizers—finger sandwiches and cream<br>cheese dips. These food innovations were so popular that when<br>\\"Clam Appetizer Dip\\" was originally featured on the Kraft Music<br>Hall television show—New York City was sold out of canned clams<br>within 24 hours.<br>We've come a long way from that first \\"Kraft Philadelphia Cream<br>Cake.\\" The simple cheesecake has matured and grown and<br>become far more glamorous as we marble it with chocolate<br>top it<br>with meringues<br>garnish it with kiwi fruit<br>flavor it with everything<br>from peanut butter to liqueurs.<br>Today— we've even found a way to make a lighter style of cream<br>cheese with 25% less fat and 20% fewer calories. It's called Light<br>PHILADELPHIA BRAND Neufchâtel Cheese. It's similar in taste<br>and texture to regular cream cheese and can be substituted in<br>your favorite cream cheese recipes.<br>What began as a novel idea--cooking with cream cheese--has<br>been an accepted concept. Today— PHILADELPHIA<br>Light— is an indispensable ingredient used by<br>

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