

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

this new life-style
helped give birth to appetizersï¼ finger sandwiches and cream
cheese dips. These food innovations were so popular that when
>"Clam Appetizer Dip\" was originally featured on the Kraft Music
Hall television showï¼ New York City was sold out of canned clams
within 24 hours.
We ve come a long way from that first \"Kraft Philadelphia Cream
Cake.\" The simple cheesecake has matured and grown and
become far more glamorous as we marble it with chocolateï¼ top it
with meringuesï¼ garnish it with kiwi fruitï¼ flavor it with everything
from peanut butter to liqueurs.
Todayï¼ we ve even found a way to make a lighter style of cream
cheese with 25% less fat and 20% fewer calories. It s called Light
PHILADELPHIA BRAND Neufchgte] Cheese. It s similar in taste
and texture to regular cream cheese and can be substituted in
your favorite cream cheese recipes.
What b~_gan as a novel idea--cooking with cream cheese--has
bï¼ï¼ï¼ï¼me a uuiversally accepted concept. Todayï¼ PHILADELPHIA
l::1- AHLï¼ I-realn Cheese is an indispensable ingredient used by

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目录:

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