

Cream cheese trying to be a bit more healthy

By Alexander C. Kaufman, Huffington Post

Philadelphia Cream Cheese Spread is trying to move its schmear a smidgen closer to the green slot on the food pyramid.

Kraft Foods Group Inc. has retooled the packaging on the iconic cheese product, swapping the round, gray containers for oblong tubs designed to promote newly added natural ingredients.

This marks the third revamp in four years of the brand's marketing strategy, after previous efforts touted cream cheese's use as a cooking ingredient and an old-timey food tradition. But, for the first since Philadelphia's whipped cream cheese spread hit the market in 1982, Kraft has made major changes to the recipe in an attempt to woo health-conscious shoppers, the Wall Street Journal reported last week.

Now, existing fruit and vegetable flavors are seeing a significant increase in ingredients like berries, carrots and peppers.

Americans have shied away from fat, cholesterol and sugar in recent years, and breakfast foods are seeing some of the biggest changes. Consumption of eggs has sunk nearly 70 percent since its peak in 1945 as dieters feared cholesterol in yolks. Even orange juice, once a staple praised for its rich vitamin C content, is losing its place at the breakfast table as Americans cut out sugar – and sometimes breakfast altogether.

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