

## June 2009 Newsletter

Dear Friend,

It is finally feeling like summer!! Doesn't it just make you want to be outside and entertain more? An organized kitchen can help you entertain like Martha Stewart. How do you get a more organized kitchen? It all starts with... Tupperware!

Best!  
Francesca

### Food, Glorious Food!

There are so many tips for how to organize a kitchen well. **There is one that I swear by and implementing this one tip can, and usually does, change the whole way you look at your kitchen** -- how you think about buying food, storing food, how you organize your cabinets, frig, freezer and pantry.

This tip is actually a product and it's no big secret. It is a product that has been around since the 70's and it is still alive and well. Tupperware! Ahh, Tupperware. **I just smile when I think of all the possibilities Tupperware provides for any kitchen.** (It's not just for the kitchen, by the way, but for the purposes of this newsletter, that is what we'll focus on!)

I first learned about Tupperware when I was a young girl. My mother not only sold Tupperware, **she helped thousands of women over 20 years gain more independence in the kitchen, discover better organization, and save money by not only showing them the product, but by teaching them how to use it to their advantage!** It wasn't just about storing cereal. It was about planning and organizing. My mother taught women about buying in bulk (before it was fashionable), preparing foods ahead of time and freezing them for the month (talk about organized - now I know where I get it!), and creating space in their often-too-small kitchens.

**Tupperware was the solution. And it still is.** My mother's tips still hold true -- buy enough pasta for a few weeks, just empty all the boxes in the correct modular container. Make enough soup to freeze for the week's to come. Marinate your meats and freeze them -- it's meals for the month. Put your packaged foods in containers that will stack easily and neatly, allowing you to see how much you have left.

As a child, Tupperware was all I knew. Groceries went from the car directly into Tupperware. **Everything went into Tupperware -- sugar, flour, cereal, nuts, cookies, toothpicks...yes, toothpicks.** And while I'm at it, food coloring, icecream sprinkles and icecream itself also went into Tupperware. We had no open boxes allowing food to go stale, no leftovers wrapped in tinfoil allowing odors to escape into the frig - and stay there. I figured that was the way all families stored food. And now I know that is the way all families *should* store food. I learned so much about Tupperware over the years - who knew all that learning would lay the ground work for what was to come 30 years later!

**Tupperware is a way of life.** It saves you money, creates space you didn't know you had, and helps to preserve food longer.

I must give credit where credit is due. The following tips come right from the pro, the person who knows more about how to use Tupperware to the best advantage than anyone on the planet - my mother.

## HOW TO...Keep food fresh!

Here are some tips and important reasons why Tupperware should be apart of your kitchen to help keep food fresh and your cabinets more organized.

Refrigerator:

1) **In Tupperware, food is protected to get the longest amount of time possible.** Usually, Tupperware will give many days more life to perishables. A good Tupperware lady can be specific for particular foods. For example, in Tupperware, celery lasts 4 months easily. Carrots don't wilt for weeks. An onion, not totally used, won't dry out for a month or more. Sauce and soups all get days more time when stored in the refrigerator in Tupperware.

2) **In the process of storing food, no odors are escaping into the refrigerator** either. This is important; refrigerators should smell cold - not of onion, sauce with a hint of garlic, bean soup, broccoli, tuna, ham...left over anything!

3) **Storing in Tupperware means stacking.** When we use tinfoil, plastic wrap, or baggies, there is no stacking. Refrigerators are one level only, the shelf. You don't get any use out of the air between the shelves. Pick refrigerator Tupperware items according to the symmetry you like. I like square because refrigerators are square.

4) **If you decide not to eat the food in Tupperware for whatever reason, it rots unannounced.** It rots in an airtight container and your refrigerator still smells only cold! This is important. When you get around to cleaning (and you aren't rushed about that either), empty the container, wash it, let it dry in the open - no order will attach of rotten food.

Cabinets:

Nothing lasts forever, even in Tupperware; things last significantly longer because of Tupperware.

1) **You will get weeks and weeks more time when things are in Tupperware.** Open a bag of raisins, apricots and how do you close it? They will dry hard in a week. In tupperware you have MONTHS.

2) **All dry food that was packaged in paper can get bugs. Food should be placed in something -- Tupperware - if you want it to last.** Bugs breed in wrappers (which are porous) not food. Tupperware is plastic and air-tight allowing for fresh food -- bug-free.

3) The best thing about Tupperware in the cabinet is this: cabinets never change size. **Tupperware makes it easy to touch your food.** Take a container out, use it, and put the container back - in the same spot. Usually in a non Tupperware cabinet, when a person removes a food item, the cabinet collapses around the spot.

4) **You can never know by a glance in your cabinet what you need if it's not in Tupperware.** So shopping is a guess. Sure there are 3 boxes of cheeze-its and you think you're set but they all have only 4 cheez-its in a box. You have two cylinders of bread crumbs, both opened, you think you're all set until you cook and find 1/3 of a cup in both. Without Tupperware, shopping and list-making require concentrated time, shaking boxes...cleaning a cabinet!

5) It's work to keep food in your house - buying it, storing it, getting to it, cooking it. **We put food in our Tupperware so we can touch our food, not just so that we can eat it.** The good news is that when we want to eat it even weeks later, it's edible.

A big part of Tupperware is knowing what you have for food and then getting it out of and back into a cabinet or a refrigerator. **It's a real beauty being able to store for months large quantities of staples in the perfect, stackable, space saving pieces.** It's a way of life!

And when your 25 years - or more - of kitchen and food and cooking and eating home are done, you will have nothing that will have served you better.

*Former Tupperware lady, Rosemary Verri is now a professional speaker on humor. Visit her at [www.rosemaryverri.com](http://www.rosemaryverri.com)!*

### ABOUT VERRI ORGANIZED?

Francesca Verri Gove is a professional organizer and coach and owner of *verri organized*. Having a knack for making order out of chaos, and a passion for creating workable systems to improve efficiency, Francesca sees a

great need for her talent and services among mothers, business owners, home buyers and children.

A former assistant dean for administration at a college outside of Boston, Francesca has spoken to mothers, college students and businesses on how to get and stay organized, and has coached professors, professionals, home owners and doctors on how to experience life in a lighter way.

Francesca believes life should be "light", and in order to experience it in that way, we need to look at what we "have", assess our "systems", and believe in our own ability to become verri organized.

For more information about verri organized and the services it provides, please visit [www.verriorganized.com](http://www.verriorganized.com), or call 978-337-3614.

## Quick Tip

Have a Tupperware party! What better way to learn more about Tupperware, gather with friends, and earn free products!! It really is the best way to get you on track to a fully Tupperized (and organized) kitchen!

Contact Marisa Lutz today to book your summertime party!

[marisalutz@my.tupperware.com](mailto:marisalutz@my.tupperware.com)

## Need Tupperware but don't know what to buy?

Contact [verri organized](#) for an assessment!