

Pass the Super Bowl guacamole, but go easy on beer, cheese steaks

With the Super Bowl just around the corner, everyone's got an angle — including just about every food promoter in the country. The Chronicle's Food section has received press release after press release tout-ing everything from hot wings and Ronnie Lott's Lotta Avocado Guacamole recipe to PartySmart, an herbal hangover remedy.

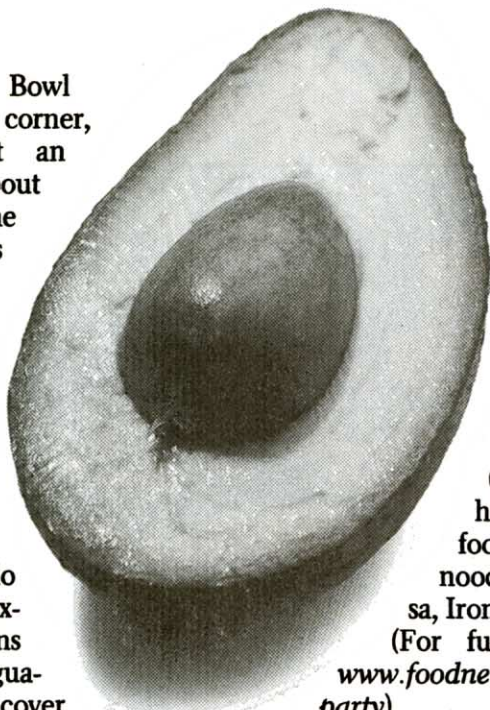
The Hass Avocado Board claims fans are expected to eat 49.5 millions pounds of avocados, in guacamole form, "enough to cover Detroit's Ford Field in more than 11.8 feet of guacamole from end zone to end zone."

Others push exotic chips, salsa and the ubiquitous football-shaped cake with white icing "laces."

Not surprisingly, ACNielsen notes a spike in beer sales and pizza around the big day. Snacks alone can add up an estimated 1,200 calories and 50 grams of fat per "armchair quarterback," according to the Calorie Control Council.

The Food Network offered predictable suggestions (dips, crudites, wings), plus Seattle- and Pittsburgh-specific ideas, touching off a heated e-mail exchange between some food editors across the country, debating the choices.

Washington state editors were puzzled by the network's so-called Seattle menu of grilled Dungeness crab, oysters on the half shell and Seattle-style "bouillabaisse," pointing out that the seafood mentioned is not exclusive to the Evergreen state. Only "cedar-planked salmon with Washington state Merlot reduction" passed muster.



A Pittsburgh Tribune-Review writer was scathing about offerings including Emeril's Pennsylvania Dutch corn chowder, sliced ham and jezebel sauce, shoo-fly pie and grilled "Philly" cheese steak.

"Despite its credentials, the foods suggested for a Pittsburgh party ARE NOT PITTSBURGH FOODS. They are from Philadelphia and from Amish country (Lancaster county). . . . We are a highly ethnic community — favorite foods are pierogies, sauerkraut and noodles (haluski), cabbage rolls, kielbasa, Iron City beer and Italian sausage."

(For full menus and recipes, go to www.foodnetwork.com/food/et_pa_football_party).

Meanwhile, San Francisco deli Giordano Bros. (303 Columbus near Broadway) offers what is touted as a true Pittsburgh sandwich, the all-in-one. It's two slices of Italian bread squeezing grilled meats, melted provolone — and french fries.

But only one person thought through the implications of all that spicy, salty food, beer and soda — the "unspoken dark side . . . the unsportsmanlike flatulence that results from gastrointestinal distress."

Headlined "Why Super Bowl Fans Stink," the publicist promises that Bill Downs, "one of the world's foremost experts on diet and digestion," can address the "flatulence, stomach pain, bloating, heartburn, indigestion and growling guts that can be end-run by fans with a good Super Bowl party defense."

Just in case no one takes him up on his offer, Downs' blog, trafon.blogspot.com, is devoted to flatulence in all its permutations.

— Laura Compton