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One month old!

It seems so much has happened since my last newsletter!

Thanks to your trust and support, My American Market had a pretty busy start during its first weeks of activity. A lot of you had a pleasant time visiting the online store and, I have received great feedback through the blog comments and direct emails. As I believe there is always room for improvement, feel free to share constructive remarks and product suggestions with me.

Parallel to selling online, July was the opportunity to present and sell American food products to the "Country community of France" at the Mirande festival. After six days of educating French people about new products and tastes, my team of volunteers and I came back exhausted but proud to have contributed to the "American reFOODlution". This is an expression I have invented to summarize a group of actions to fight negative stereotypes regarding US food and promote the American taste and gastronomy.



You can read more about the Mirande festival on [MyAM's blog](#) and look at the pictures on [MyAM's facebook page](#).

If you, like me, don't have a chance to go to the States over the summer, now might be a good time to treat yourself to your favorite American staples!

My American Market will be open all through summer. So, I will be ready to serve you, whenever the craving strikes you!

Yummily yours,

Anne - Claire

acbocage@MyAmericanMarket.com

Newsletter #2
August, 2009

> In this issue:

[One month old!](#)

[Milk chocolate muffins with Peanut Butter frosting](#)

[Jif Peanut Butter](#)

[How to write French accents with a QWERTY keyboard](#)

[Do you social network?](#)

[Who is Clark?](#)

[I order, you order, we should group order!](#)

[American Club Of Lille](#)

[Introduce MyAM in your blog and win a 40-euro gift basket](#)

[Would you like to contribute to the newsletter?](#)

[Tell your friends about MyAM and get rewarded!](#)

MyAM Recipe

> Milk chocolate muffins with homemade Peanut Butter frosting

For the muffins:

1 $\frac{3}{4}$ cups of flour
1 cup of brown sugar
1 cup of milk chocolate
 $\frac{1}{4}$ tsp of baking powder
1 cup of milk
1 egg
 $\frac{1}{4}$ cup of vegetable oil

For the peanut butter frosting:

$\frac{1}{4}$ cup of milk chocolate, chopped or chocolate chips
 $\frac{3}{4}$ cup of peanut butter
 $\frac{1}{4}$ cup of powdered sugar

Directions:

Preheat oven to 350°F.

Line a 12-cup muffin pan with paper liners.

Whisk together brown sugar, flour and baking powder. Set aside.

Warm milk with milk chocolate in a microwave so it melts. Whisk with egg and oil.

Add milk mixture to flour mixture.

Fill each muffin cup about $\frac{3}{4}$ full, and bake until a toothpick inserted into center of a muffin comes out clean (about 15 to 20 minutes depending on your oven).

While the muffins are cooling on a wire rack, prepare the frosting by warming peanut butter so it's easier to spread. Add to powdered sugar. You can now spread the frosting on the muffins and sprinkle with chopped chocolate.

Enjoy right away!

This recipe was brought to you by Emmanuelle Bocage (my sister). She practices physical therapy as a job and enjoys baking as a hobby. She volunteers with My American Market whenever she has a chance. You rock, sis!



Products Highlight

> Jif Peanut Butter

My American Market carries 3 sorts of Peanut Butter spread:



JIF PEANUT BUTTER - CREAMY (18 oz / 510g)
Our retail price: 5.99 euros TTC



JIF PEANUT BUTTER - EXTRA CRUNCHY (18 oz / 510g)
Our retail price: 5.99 euros TTC



JIF PEANUT BUTTER - REDUCED FAT (18 oz / 510g)
Our retail price: 5.99 euros TTC



MyAM Tip

> How to write French accents with a QWERTY keyboard

You might be confronted with this problem if you bought your PC in the States and are using it to write some French. Well, I found an easy technique to type French accents and I'd like to share it with you!

Go under Start > Control Panel > Regional and Language Options
When the new window pops up, select the 3rd tab: "Keyboards and Languages"
Click on "Change keyboards..."
You should now see listed your keyboard languages.
Add the following language: "United States-International".

I advise you to remove your previous language as it can be a pain to switch from one keyboard to another, and it sometimes does do this while typing. Very irritating.... Or you can leave it as it is and come back later. Just make sure "United States-International" is now on top of the keyboard list (using the "move up" button).

Open now a blank email or Word document to try it out.
If you wish to write a word with "é", type your accent first " ' " followed by "e"
Here are a summary for most common accents and tricky French letters:

' + e = é
` + e = è
^ + e = ê
^ + u = û
' + c = ç
` + a = à
" + o = ö
" + i = ï

One thing you will notice now that you have switched to the United States-International keyboard is some of your actions need to be followed by the space bar to become effective. For instance this is the case with apostrophes. If you'd like to cite something, you need to type on the apostrophe symbol and then the space bar to make it appear.

This can seem a bit complicated at first, but I can assure you it all becomes automatic and efficient after a short while.
I wish you inspiration to write great French texts now that you know how to type them!

> Do you social network?

Have you considered joining our community on Facebook? Over 100 people have already decided to become fans of My American Market and are enjoying reading updates, looking at pictures, receiving coupons etc.



> Who is Clark?



Clark the Clerk is My American Market's mascot. He represents MyAM's core values:

- ✓ Customer-focus
- ✓ Service, the American way!
- ✓ Conviviality

Isn't he the cutest?

> I order, you order, we should group order!

Shipping costs are a pain! But you could play it smart: since the heavier the package, the cheaper the price of shipping to the pound, grouping orders makes economical sense! Learn more about the benefits of grouping your orders with friends, neighbors, colleagues or members of the same group here

[More about group ordering by clicking here](#)



Vincent Larregle, treasurer of the organization, was kind enough to answer our questions.



Who belongs to your support group?

Acting as a social network, the club is made up of individuals, families, professionals, students, and even military as Lille has been home to a NATO command post since 2006. Our constituency is made up primarily of people in their 30s and the largest group is made up of American citizens, with smaller groups of French and dual-citizenship folks. In quite a few families one spouse is from the US while the other is French, so we have some know-how about diplomacy and tact to keep smooth Franco-American relations. :-)

We have a core group of 60 households, but reach out to nearly 200; our flagship event is Thanksgiving where we hosted 134 people in 2008.

What is your mission?

The American Club of Lille supports Americans and kindred spirits living in Northern France.

By celebrating US national holidays and other American cultural events, the Club helps young and old, individuals and families, in creating venues where American culture can be experienced in larger social settings.

Our membership provides a support network to assist newcomers through the difficult transitioning of adjusting to French culture.

When is your next event?

Our next event is a Day in the Country and Annual Meeting to be held on August 30, where we will gather in one of our member's beautiful country home. People will enjoy a BBQ and the children will engage in a scavenger hunt. Also, we will welcome all newcomers to the area, and will perform our annual meeting and Board elections before school starts again.

How can we contact you?

You can visit our website <http://www.AmericanClubLille.org> or email us directly at info@americanclublille.org

> Introduce MyAM in your blog or personal website and win a 40-euro gift basket of your favorite American treats!

Blogs are an amazing way to share stories, ideas, opinions, values with people that have common interests etc. If you like My American Market, I bet a lot of your readers would like it too. So I designed the following program to encourage you to spread the word about my online store.

To win a gift basket, follow these simple steps:

1. Copy the pink paragraphs you will find on the contest homepage [> access it here](#)
2. Post them on your personal blog or website.
3. Then, go back on the contest homepage
4. Leave a comment and the link to where you blogged about My American Market
5. Uh, that's it!

The winner will be randomly picked as soon as 50 blogs have enrolled and notified me through the link they left to their post.

If you have more than one blog, you can post the message several times and enter for more chances to win!

Good luck and happy blogging!

> Would you like to contribute to the newsletter?

We are welcoming writers to contribute with periodic articles or even to create their own regular column! Please feel free to contact me with your ideas. Your name and the name of your business/blog can be included next to your article.



Think about it: it would be a great way to promote yourself and what you do!

> Tell your friends about MyAM and get rewarded!

If you like MyAM, your friends might too! Tell your entourage about our online store and your friends and yourself get 10% off your next order. Now that's what I call a win-win!



[Access our referral program here](#)