



## Frozen Vegetables: Hello Easy Family Dinners

Imagine a time when making a chicken dinner involved plucking the feathers from the bird first, or a time when pasta noodles had to be made by hand. Because almost everything we cook now comes in much more convenient forms than before, much of our cooking time is now spent chopping vegetables.



Frozen vegetables to the rescue. With so much to recommend them, what are you waiting for? Here are six reasons to enjoy frozen vegetables:



**Every Ounce Counts.** Frozen vegetables come pre-cut, sliced and diced. Every ounce you buy is completely edible; there are no cores and peels and seeds to throw away.



**Top Flavor and Nutrition.** Vegetables are harvested at the peak of ripeness and flash frozen within hours to lock in color, nutrition and taste.



**Simpler Meal Planning.** Fresh vegetables have to be eaten on their schedule, adding an extra challenge to daily meal planning. Frozen veggies wait happily in your freezer until you need them, making them a better fit for your schedule.



**Always in Season.** Why wait months to enjoy your favorite vegetables? Frozen vegetables are always in season and always delicious.



**No Spoilage.** Fresh vegetables in season look like a great bargain, until a week later when you realize they've spoiled. Frozen vegetables always end up on your dinner plate – not in the compost bin.



**Built-in Variety.** Frozen vegetables are available in a wide variety of delicious blends, combining different vegetables in one bag. It's so much more convenient than buying half a dozen different vegetables to make a colorful and healthy mix.