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Consumers Urged to Take a Fresh Look at Frozen Foods Via New National Education Effort

*Freezing is Nature’s Pause Button that helps Fresh Food Stay Fresh*

McLEAN, Va. – The American Frozen Food Institute (AFFI) today launched a national effort to encourage consumers to take a fresh look at frozen foods through the “Frozen. How Fresh Stays Fresh.” category education and promotion initiative.

Leading American frozen food makers have come together to launch this first-of-a-kind national dialogue to inform and remind consumers that freezing simply pauses just-picked, just-baked and just-crafted foods, locking in their freshness, flavor and nutrients.

The “Frozen. How Fresh Stays Fresh.” initiative is a three-year, $30 million per year effort to engage consumers where they live, work and shop through national television, digital and print advertising, online engagement and in-store and out-of-store promotion.
“Keeping food fresh is what freezing is all about,” said AFFI President and CEO Kraig R. Naasz. “Freezing is simply nature’s pause button that keeps fresh foods at their peak of freshness. We are excited to talk with consumers about the many benefits of frozen food and encourage shoppers to visit the frozen food aisle and take a fresh look at frozen,” said Naasz.

The “Frozen. How Fresh Stays Fresh.” consumer education initiative is being supported by AFFI members who make some of America’s most popular and beloved foods, including ConAgra Foods, General Mills, Heinz, Hillshire Brands, Jasper Wyman & Son, Kellogg’s, Lakeside Foods, Nestlé USA, Pinnacle Foods, Schwan’s Foods and Seneca Foods.

**What You’ll Find in the Frozen Food Aisle**

America’s frozen food makers supporting the “Frozen. How Fresh Stays Fresh.” initiative invite consumers to take a fresh look at the wide variety of tasty, healthy and easy-to-prepare products in the frozen food aisle.

- **ConAgra Foods:** ConAgra Foods is one of North America’s largest food makers with branded and private branded food found in 99 percent of America’s households. Its frozen meal portfolio gives families access to real ingredients like crunchy, freshly cut vegetables, homemade pasta and ripe fruit year-round. From the time it’s prepared to the time it’s eaten, meals from Marie Callender’s®, Healthy Choice®, Banquet®, PF Chang’s®, Bertolli®, Kid Cuisine® and Odom’s Tennessee Pride® lock-in great, fresh, just-made taste. ConAgra Foods introduced a better way of cooking in the microwave through its innovative steaming and baking technologies and continues to evolve its offerings based on new trends, improved cooking techniques and dietary preference. For more information, visit [www.ConAgraFoods.com](http://www.ConAgraFoods.com).

- **General Mills:** General Mills is a leader in bringing healthy vegetables, home-cooked frozen snacks, breakfast and meals to on-the-go families. In 2013, General Mills launched the Totinos® Bold Pizza Rolls line and an Old El Paso® line of premium Mexican entrées. Additionally, Green Giant® continues to serve up delicious ways to make vegetables exciting with its unique blends, sauces and seasonings. For more information, visit [www.General Mills.com](http://www.General Mills.com).
• **H.J. Heinz:** H.J. Heinz, one of the world’s leaders in healthy, convenient and affordable foods, has launched dozens of frozen innovations over the past year. From Weight Watchers® Smart Ones® oatmeal and fajitas to all-natural Ore-Ida® Simply fries, Heinz continues to expand its portfolio with new flavor profiles, updated packaging with easy-to-read labels and options for a variety of dietary preferences. For more information, visit www.Heinz.com.

• **Hillshire Brands:** Hillshire Brands is an innovative food leader with iconic brands such as Jimmy Dean®, the number one brand on the frozen breakfast category, Sara Lee® and State Fair®. Hillshire also has launched numerous frozen products in the past year, including Ball Park® Flame Grilled Turkey Patties. For more information, visit www.HillshireBrands.com.

• **Kellogg’s:** Kellogg’s offers delicious frozen food from popular brands including Eggo, MorningStar Farms, Special K and Kashi. Recent convenient breakfast innovations include Eggo Bites in microwavable pouches and hand-held Special K breakfast sandwiches. MorningStar Farms expanded its vegetarian options with Roasted Garlic and Quinoa burgers while Kashi added the bold flavor of Greek Tzatziki and Indian Tikka Masala pizzas. For more information, visit www.Kelloggs.com.

• **Nestlé USA:** Nestlé USA makes many of the best-loved food brands in America, including STOUFFER’S® and LEAN CUISINE® entrees and snacks, HOT POCKETS® and LEAN POCKETS® brand sandwiches and DIGIORNO®, CALIFORNIA PIZZA KITCHEN®, TOMBSTONE® and JACK’S® brand pizzas. We’re proud of our freshly made, simply frozen foods which retain their goodness because freezing helps to lock in nutrients. Nestlé USA is part of Nestlé S.A. in Vevey, Switzerland – the world’s largest food company, committed to Nutrition, Health & Wellness. For news and information, visit www.NestleUSA.com or Facebook.com/NestleUSA.
• **Pinnacle Foods:** Pinnacle Foods is a leading producer, marketer and distributor of high-quality branded food products. Our Birds Eye Frozen Division manages brands such as Birds Eye®, Birds Eye Steamfresh®, C&W®, McKenzie's®, and Freshlike® frozen vegetables, Birds Eye Voila!® complete bagged frozen meals, Van de Kamp's® and Mrs. Paul's® frozen prepared seafood, Hungry-Man® frozen dinners and entrées, Aunt Jemima® frozen breakfasts, Lender's® frozen and refrigerated bagels, and Celeste® frozen pizza. For more information, visit [www.PinnacleFoods.com](http://www.PinnacleFoods.com).

• **Schwan's Consumer Brands, Inc.:** Schwan’s Consumer Brands, Inc.is committed to producing great-tasting, quality foods that people love. Our *Freschetta®* frozen pizzas are made with all-natural cheeses, real meats, crunchy vegetables and flavorful sauces, all on top of our signature crusts. For more information on *Freschetta®* and our other popular brands like *Red Baron®* and *Tony's®* pizza, *Mrs. Smith's®* and *Edwards®* desserts and *Pagoda Express®* specialties, visit [http://theschwanfoodcompany.com](http://theschwanfoodcompany.com).

To learn more about how freezing keeps fresh food fresh, please visit: [HowFreshStaysFresh.com](http://HowFreshStaysFresh.com).

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**About the American Frozen Food Institute** – The American Frozen Food Institute is the national association of frozen food makers, distributors and retailers. More information can be found at [www.affi.org](http://www.affi.org).