

New for the Fridge

Fresh vegetables in microwaveable steaming bags and fresh-cut bagged vegetables, fruit highlight new product introductions at FMI.

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An innovation in steaming fresh refrigerated vegetables and a line of fresh-cut vegetables featuring such popular Southern fare as collard, kale, mustard and turnip greens, and rutabaga were among the new refrigerated foods introduced at the FMI Show held in Chicago early this month.

The Sholl Group II, Minneapolis, introduced Freshtables SteamPerfect, a line of fresh vegetables and fruits in steamable bags. Sholl Group II is the marketer of Green Giant Fresh brand, and Green Giant fresh fruits and vegetables are used in Freshtables.

“Freshtables SteamPerfect is the first national brand to come to market with the proprietary Steaming Microwave Bags in the United States,” says Darci Eckermann, vice president of marketing and business development, The Sholl Group II.

Eckermann says Freshtables SteamPerfect features fresh vegetables and fruits with sauces created by chefs that are in the steaming bags, which can be microwaved in two minutes. They will be available in the produce section of grocery stores beginning this summer in regional markets and then expanded to a national rollout.

Freshtables SteamPerfect is sold in 12 oz. packages for a suggested retail price of \$3.99 and is available in nine varieties: Red Apples and Raisins with Cinnamon Sauce, Broccoli and Baby Slim Carrots with Cheese Sauce, Broccoli and Baby Slim Carrots with Garlic Butter, Butternut Squash with Cinnamon Sauce, Cauliflower with Cheese Sauce, Vegetable Medley with Cheese Sauce, Green Beans with Garlic Butter, Sugar Snap Peas and Baby Slim Carrots with Southwest Sauce, and Baby Slim Carrots with Chive Butter.

Glory Foods, Columbus, Ohio, which markets a line of Southern-style frozen and canned foods, is rolling out a new line of ready-to-cook, fresh-cut bagged vegetables.

“Preparation time has been reduced by half with this convenient line that allows the consumer to simply add seasonings and start cooking,” says Lisa Cliff-Burk, vice president of sales, Glory Foods. “Quick and nutritious recipes for preparing the fresh vegetables are

listed on each bag.”

Varieties in the line include Collard, Kale, Turnip and Mustard Greens, Sweet Potatoes, Yellow Squash, Yellow Squash with Zucchini, Turnip Root, and Rutabaga.

“We hope to promote the attributes that consumers value—healthy meal solutions that provide convenience, quick cooking, high quality and fresh taste,” says Cliff-Burk. “People are looking for healthy meals, and fresh greens are very popular now because they offer good sources of vitamins and fiber desired by today’s health conscious consumer.”

Also at FMI, Horizon Organic, Bloomfield, Colo., announced the first ever organic milk fortified with DHA Omega-3. Studies have shown that this important nutrient, traditionally found in breast milk and now in most infant formulas, plays a positive role in children’s heart, brain and eye health, says the company.

According to Stanford University pediatrician Dr. Alan Greene, Horizon Organic Milk PLUS DHA helps parents transition children to regular milk from breastfeeding or infant formula without sacrificing the benefits of DHA.

“It’s easy to make a huge impact with a few simple, strategic purchases at the top of the food chain, starting with organic milk,” says Greene. “Horizon Organic Milk Plus DHA represents a great way to incorporate delicious, nutrient-packed, healthful organic food into your child’s diet.”

Beginning in June, Horizon Organic half-gallon sizes of whole, Reduced Fat (2%) and Low Fat (1%) milk will be fortified with DHA and will be available at supermarkets and natural food stores nationwide.

South Beach Diet Chicken Salad Kits were among 70 new refrigerated, frozen and shelf-stable food and beverage products announced by Kraft Foods, Northfield, Ill., at FMI.

“These chicken salads combine the perfect blend of ingredients—quality chicken, flavorful dressings and delicious toppings like cheese, nuts or fruit,” says Kraft.

South Beach Diet Chicken Kits are available in two flavors—Santa Fe Style and Cranberry Walnut.

The 6 oz. Santa Fe Style kit includes Louis Rich grilled chicken breast cuts, Kraft reduced fat mozzarella cheese, chipotle lime-flavored pita chips, Santa Fe style dressing and cherry, and a cup of Jell-O sugar-free cherry gelatin. The 6.8 oz. Cranberry Walnut kit includes Louis Rich grilled chicken breast cuts, Kraft Light Mayonnaise, dried sweet cranberries, Planters walnuts, harvest wheat pita chips, and a cup of Jell-O sugar-free strawberry gelatin.

Suggested retail price for both flavors of Chicken Kits is \$3.29. The products are rolling out this month.

Kraft will introduce Singles Select in September, describing it as the “Kraft brand’s most flavorful and satisfying American cheese slice that will appeal to the adult palate.” Kraft Singles Select will be available in a 12 oz. package for \$3.49 and a 14 oz. package for \$4.49.



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