

What's **Hot** and **New** in Frozen and Refrigerated Foods



NFRA is pleased to put the spotlight on new frozen and refrigerated products offered by some of our members. This quarterly newsletter is coming to you as part of our year-round Frozen and Refrigerated marketing/PR campaigns.



Asian Sensations New Egg Roll Varieties

Asian Sensations, the leader in Asian Snacks, is launching two new varieties of its popular **Asian Sensations egg rolls: Sweet & Sour Chicken Mini Egg Rolls and Kung Pao Chicken Mini Egg Rolls**. Both are available with a SRP of \$2.89. The introduction includes an on-pack trial offer of "GET 2 FREE" which runs through the end of the year. **For additional product information, contact Mark Jansen, Schwan's Consumer Brands North America, Inc., 1-888-626-4337; mark.jansen@schwans.com.**



Birds Eye Steamfresh® Singles

NEW from **Birds Eye: Steamfresh® Singles**. We've taken convenience and flexibility to a new level with perfectly-sized individual portions of vegetables that steam in the microwave to crisp, tasty perfection in less than two minutes. Each package contains four individual servings of delicious vegetables that are ready to be quickly cooked for lunch, dinner or as a healthy snack. **Steamfresh® Singles** come in Super Sweet Corn, Baby Brussels Sprouts and Sweet Peas and will be available July 2007. There are now 20 delicious **Steamfresh®** varieties to choose from. **For additional product information, contact Lisa Murley, 1-585-383-1850; lmurley@birdseyefoods.com.**



Freshables™ SteamPerfect[®]

The Sholl Group II is launching **Freshables™ SteamPerfect[®]** – a new line of fresh vegetables and fruits with chef created sauces sold in unique steaming bags that steam the product perfect in the microwave in about two minutes. **Freshables** are nutritious, fresh, simple to prepare and provide consumers with convenient, healthy food that tastes great. **Freshables** will be available in the produce section of grocery stores beginning this summer. **For additional product information, contact Sarah Wangler, 1-800-650-0276; swangler@sholl.com.**



Green Giant Healthy Weight, Immunity Boost and Healthy Vision

New from **Green Giant**: Be at YOUR body's BEST with **Healthy Weight, Immunity Boost, and Healthy Vision**. Premium all natural vegetables are blended and lightly tossed with a great tasting sauce to help you meet your specific health needs. Simply steam in the microwave for 3 minutes for a fresh, crisp, and deliciously wholesome side dish or snack that will help you meet your health goals. **For additional information, contact James Evans, 763-764-5245; james.evans@genmills.com.**



Green Giant Veggies for Kids

New from **Green Giant**: Frozen vegetables designed with kids in mind! **Green Giant** combines kid favorite Nickelodeon® equities with family pleasing vegetable varieties. New Green Beans & Butter Sauce features SpongeBob SquarePants®. New Broccoli, Corn, & Butter Sauce features Dora the Explorer® and Diego from Go Diego Go!™ Both items are low-fat and 45-60 calories per serving. Packaging also includes collectible stickers featuring the Nick characters as an added reward for kids. **For additional information, contact James Evans, 763-764-5245; james.evans@genmills.com.**



Healthy Choice Café Steamers®

New from **Healthy Choice**: Healthy Choice is excited to introduce its innovative new product line, **Healthy Choice Café Steamers®**. Café Steamers utilize a new and unique microwave Steam Cooker™ that locks in all the naturally fresh flavors of restaurant-inspired meals by steaming them in the microwave. Steam cooking lets you enjoy the naturally fresh flavor of each ingredient: vegetables stay bright and crisp, meat and seafood are juicy and tender, rice is moist and fluffy, and pasta is firm. Available in 12 delicious varieties, including Grilled Chicken Basil, Beef Merlot, and General Tso's Spicy Chicken. **For additional product information, contact your ConAgra Foods sales representative.**



Jimmy Dean Mini Pancakes & Sausage

New from **Jimmy Dean**: Delicious tasting, bite-sized Jimmy Dean maple sausage wrapped in fluffy, pancake batter delivers great "hot-off-the-griddle" taste. **Jimmy Dean Mini Pancakes & Sausage** is ready to eat in 60 seconds for a convenient grab-and-go breakfast. Available in a 30 count value size bag and a 10 count trial size carton in Blueberry and Original flavors. **For additional product information, contact Joel Willhalm, 630-598-7976; joel.willhalm@saralee.com.**



Pillsbury Flaky Cinnamon Twists™

New from **Pillsbury**: **Flaky Cinnamon Twists™ with Glaze!** These delicious new breakfast treats are made with real Cinnabon® Cinnamon and that irresistible aroma will help Moms bring their entire family to the table. Yummy melt-in-your mouth flaky layers, ooey-gooey vanilla glaze icing, and a fun new bakery-style twist will make this a hit anytime! **For additional product information, contact Alec Davis at 763-764-5217 or alec.davis@genmills.com.**



Pillsbury Place 'n Bake™ Crescent Rounds

New from **Pillsbury**: **Place 'n Bake™ Crescent Rounds** are so easy, consumers can bake them anytime. Simply open the refrigerated package, separate the formed rolls, place onto a tray and bake. These convenient, fresh-from-the-oven dinner rolls are the perfect complement for family weekday meals. Light, flaky, warm, and buttery, Place 'n Bake™ Crescent Rounds are as delightful as original Crescents™, but in a fun, more convenient new shape. **For additional product information, contact Alec Davis at 763-764-5217 or alec.davis@genmills.com.**



Pillsbury Simply Bake Bars™

New from **Pillsbury**: **Simply Bake Bars™** make it easier than ever to enjoy fresh-from-the-oven dessert bars. With its own bakable pan, all you have to do is bake, serve, and enjoy! No messy prep and no baking pan to clean! With indulgent ingredients like caramel, chocolate, peanut butter, and walnuts, Simply Bake Bars™ are a treat for the whole family. Available in Turtle Supreme and Peanut Butter Chocolate Chunk and Chip. **For additional product information, contact Alec Davis at 763-764-5217 or alec.davis@genmills.com.**



Red Baron Garlic Crust

Schwan's Consumer Brands North America, Inc., recently introduced its new **Red Baron Pizzeria Style Garlic Crust pizza**, with a savory, naturally-rising garlic crust. It is crisp outside, tender inside with just the right amount of garlic flavor and available in 4-Cheese and Pepperoni and a SRP of \$4.89. The special packaging has a scratch & sniff sticker, the first of its kind in Frozen Food. **For additional product information, contact Mark Jansen, 1-888-626-4337; mark.jansen@schwans.com.**



Tampa Maid Foods Oven Ready Popcorn Shrimp

Get your Taste Buds Poppin'! **Tampa Maid Foods' NEW Oven Ready Popcorn Shrimp – Bigger Shrimp with Less Breading!** Each premium tail-off shrimp is coated in our unique ovenable seasoned breadcrumbs for a yummy and crunchy bite. You will think they just came out of the fryer. Great for kids' meals, but don't forget to enjoy them yourself as an easy entrée, fun snack or crunchy salad topper. **For additional product information contact Tampa Maid at 800-462-5896, ext. 350 or visit www.tampamaid.com.**



Tony's White Whole Wheat Crust

Schwan's Consumer Brands North America, Inc., recently introduced its new **Tony's Original with White Whole Wheat** pizza, the first nationally branded pizza with white whole wheat crust. It is available in Cheese, Pepperoni, and Supreme at a SRP of \$2.69 each. The product is made from white whole wheat flour to give it the benefits of whole grains while retaining the appearance and texture of white flour. **For additional product information, contact Mark Jansen, 1-888-626-4337; mark.jansen@schwans.com.**



Tyson Any'tizers™

Any time is right for Tyson® Any'tizers™. Tyson is proud to introduce a delicious new lineup of convenient, restaurant style frozen snacks – **Tyson Any'tizers**. Made with high-quality chicken in a variety of fun and exciting flavors, these snacks are perfect for any occasion. Serve them to family and friends and make snack time fun. They're from **Tyson**, the name consumers know and trust for quality and great taste. Available in wings, fries and bites. **For additional product information, contact Leslie Gordon, 1-479-290-4000; leslie.gordon@tyson.com.**



Welch's Refrigerated Berry Pineapple Passion Fruit Cocktail Juice

Coming Soon from **Welch's**: Refrigerated **Berry Pineapple Passion Fruit Cocktail Juice!** This delicious, new tropical flavor will be coming to a store near you this fall. It's very refreshing and packed full of vitamin C. Everyone in the family will love it. **For more product information contact David Davis, ddavis@welchs.com.**

If you have Questions or Suggestions, drop us a line! nfra@nfraweb.org



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