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Creating Health-Conscious, Fast Fall Meals without Sacrificing ‘Craveability’

Ready Pac Launches ‘30 Days of Fast Fall Meals’ Campaign to Keep Consumer Diets Healthy and Merry Through the Fall Season

Irwindale, Calif. (November 8, 2013) - In response to the overwhelming volume of concern surrounding standards for American health, consumers and major food companies are under extraordinary pressure to produce and promote healthier foods. But with the holiday season around the corner, will consumers abandon their support for healthier foods in exchange for their favorite traditional, calorie-rich dishes and time-saving fatty foods, or will food companies find a way to indulge their consumer base through the holidays without stretching their pant size?

To encourage healthy choices during this busy time of year, Ready Pac Foods is promoting *30 Days of Fast Fall Meals* across their social platforms throughout November. Each meal in this series contains a healthy and easy-to-make recipe that can be prepared in less than 20 minutes. Like Ready Pac’s Bistro® Bowls, each recipe will be a great source of vitamins and proteins, helping to balance nutrition with busy pre-holiday *on-the-go* lifestyles.

Beyond counting calories and fat content, consumers say they want more fruits and vegetables, more whole grains and more portion options, according to Mintel’s October *Fruit and Vegetable* Report. Although most food trends show signs of this health mandate, the companies that prevail will be the ones which successfully find ways to strike a balance between appropriate portions and “*craveability*”. Since about six in 10 Americans concede they could eat “a lot/somewhat healthier,” retailers should stress the daily importance of produce and perimeter foods, a National Grocery Association study points out. This is particularly important around the holidays as shoppers move away from their traditional shopping list to accommodate busier schedules and large holiday meals.

“It’s a lot easier than you think to quickly boost the health profile of your meals!” notes Tristan Simpson, Senior Director of Marketing and Corporate Communications at Ready Pac. “With recipes like our Warm Savory Spinach Salad or Spicy Asian Chicken and Noodle Soup, you can help your family maintain their daily recommended fruit and veggie intake with flavor-rich, easy-to-prepare options that help fill our plates and our tummies in ways we won’t regret come January.”

To view all of Ready Pac’s delicious Fall recipes, visit the Ready Pac Pinterest Board, “Fast Fall Meals” or check Ready Pac’s Facebook page at [facebook.com/readypacfoods](https://www.facebook.com/readypacfoods) for daily updates.

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COMPANY BIO: California based Ready Pac is a premier producer of convenience fresh foods, including fresh-cut produce. With processing facilities throughout the United States, Ready Pac’s award-winning salads, snacks, fresh cut fruit and vegetables are distributed in supermarkets and restaurant chains across North America. For more information, visit www.readypac.com.