

# #REFRESH

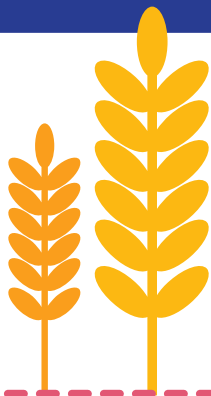
# DAIRY AND FROZEN

(CONSIDER REFRESHING WAYS DAIRY AND FROZEN FOODS FIT INTO A HEALTHY LIFESTYLE!)

## Fruits & Vegetables

OVER **33%** of consumers are not aware fruits & vegetables maintain their nutrients when frozen!

Frozen fruits and vegetables are nutritious. Plus, the long shelf life and added convenience can make it easier for consumers to eat **5 or more servings** of fruits & veggies per day.



## Whole Grains

Look for frozen foods made with whole grains including sprouted-grain breads and English muffins, whole-grain pancakes and waffles, whole-grain rice and veggie blends and whole-grain chicken nuggets. Aim to make **HALF** or more of your grain choices **WHOLE** grains, while limiting refined grains.

**90%**

of adults don't eat enough fiber! Choose high-fiber fruits, vegetables & whole grains.

## Protein

Look for frozen varieties of lean meat, poultry, fish, seafood, eggs and plant-based frozen proteins. Dietary protein helps support lean muscle, speed recover after exercise, and curb hunger.

## FROZEN DESSERTS

Portion control guidance can be found on the Nutrition Facts panel printed on the side of ice cream cartons. Individual portions of ice cream, frozen yogurt and fruit-based novelties are also available.

When it comes to America's favorite frozen dessert,

**77%**

of consumers feel ice cream can be enjoyed as part of a balanced diet.



**88%**

of consumers say they're likely to find options to fit in their lifestyle in the dairy aisle.

## DID YOU KNOW?

Convenient, affordable, healthful foods from every food group can be found in the **frozen** aisles.

→ **THEY'RE RIGHT!** →

Dairy & plant-based milks, yogurts and cheeses supply calcium for strong bones and teeth. You'll also find nutritious eggs, egg whites, 100% juices, kefir, puddings, buttermilk, reduced-fat sour cream and cream cheese and more in the dairy aisle.

**REDISCOVER**  
DAIRY & FROZEN

BROUGHT TO YOU BY:  
**NFRA**  
National Frozen & Refrigerated Foods Association

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