

#REIMAGINE

# DAIRY AND FROZEN

Consumers want healthy, balanced meals that deliver on **TASTE** and **CONVENIENCE**.  
Let's reimagine how to use dairy and frozen foods to get the most out of mealtime!

## Beat 5 Barriers To HOME MEALS

### 1 Hate kitchen clean up?

#### SOLUTIONS:

- ✓ Many frozen foods cook or bake right in their own packaging; no extra pots and pans!
- ✓ Plenty of dairy foods are meant for single-serve consumption; no extra serving dishes.

### 2 Limited time or energy for cooking?

#### SOLUTIONS:

- ✓ Dairy and frozen foods offer much needed convenience for home meals in minutes.
- ✓ No need to wash, peel or chop frozen fruits and vegetables.

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### 3 Need to stretch your food budget?

#### SOLUTIONS:

- ✓ Cut back on restaurant dining.
- ✓ Opt for the authentic flavor of restaurant-inspired frozen meals.

"IT'S TOO EXPENSIVE" TOPS CONSUMERS LIST OF WHY THEIR MEALS FALL SHORT OF IDEAL.

[ 46% of consumers struggle with meal ideas on a weekly basis. ]

### 4 Need ideas on what to make?

#### SOLUTIONS:

- ✓ Dairy and Frozen aisles are packed with comfort foods, better-for-you options, bold, exotic flavors and portion-controlled indulgences.
- ✓ Find cooking inspiration and more than 1,500 recipes waiting for you on EasyHomeMeals.com website.

CONSUMERS WANT HELP WITH WHAT TO MAKE & HOW TO MAKE IT.

### 5 Want to up your cooking skills?

#### SOLUTIONS:

- ✓ Subscribe to Easy Home Meals e-newsletters and follow our social channels for timely tips, hacks and tricks to help you make meals in minutes.
- ✓ Scroll through our extensive recipe database, read our food blogs and watch cooking videos from our pros.

REDISCOVER  
DAIRY & FROZEN

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NFRA  
National Frozen & Refrigerated Foods Association

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