

#RETHINK

70%

of consumers say the dairy aisle is essential on every grocery trip.

DAIRY AND FROZEN

THE DAIRY AND FROZEN AISLES ARE YOUR DESTINATION FOR NUTRITIOUS AND TASTY FOOD.

96% of households purchase frozen foods, with 86% visiting the frozen aisles on every shopping trip.

With a little planning, you can shop your way to more frequent home meals.



Why choose dairy and frozen foods?

- ✓ CONVENIENCE
- ✓ EXTENDED SHELF LIFE
- ✓ QUICK PREPARATION

These positive attributes can ADD UP TO MORE HOME MEALS eaten together with friends or family!

84% of US grocery shoppers believe home cooking is healthier.

RESEARCH SHOWS, THEY'RE RIGHT!

Why Cook & Eat at Home?

RECONNECT THROUGH COOKING

Cooking together is a way to socially reconnect with people you love.

BOOST ESSENTIAL NUTRIENTS

Frequent family meals are associated with increased intakes of important nutrients:

- ✓ CALCIUM
- ✓ FIBER
- ✓ MAGNESIUM
- ✓ POTASSIUM
- ✓ IRON
- ✓ ZINC
- ✓ FOLATE
- ✓ THIAMIN
- ✓ RIBOFLAVIN
- ✓ VITAMIN B12
- ✓ VITAMIN B6
- ✓ VITAMINS A, C, AND E

GATHER FOR MORE HOME MEALS

Sharing meals together regularly is associated with better overall nutrition.

ENHANCE WELL-BEING

Family meal frequency is linked with:

- ✓ POSITIVE SELF-ESTEEM
- ✓ ACADEMIC ACHIEVEMENT
- ✓ OVERALL PSYCHOLOGICAL WELL-BEING

REDISCOVER DAIRY & FROZEN

BROUGHT TO YOU BY:

NFRA

National Frozen & Refrigerated Foods Association



EasyHomeMeals.com