

# An Old-Fashioned Answer To The Cold And Flu Season: Soup

(NAPSA)—It's that time of year again: the cold and flu season. According to a nationwide survey, more than half of Americans reported suffering from at least one cold in the last year. How are Americans fighting off their colds? While many home remedies exist for cold and flu symptoms, 54 percent of Americans agree on a common remedy: soup.

Soup was what Mom told you to eat when you were sick, and chances are high she was right. Even the U.S. Food and Drug Administration agrees that soups and other fluids “make you feel better, especially if you have a fever.”

Just in time to help Americans ease their cold and flu symptoms, Birds Eye®, the frozen food innovators, is proud to introduce Hearty Spoonfuls™, the first nationally branded frozen soup. This new soup lineup, featuring four flavors including Homestyle Chicken Noodle, Cheesy Cream of Broccoli, Chicken, Rice & Vegetables and Italian Minestrone, is sure to provide some comfort this season.

Each variety is packed with fresh-tasting vegetables and other high-quality ingredients, including chunks of seasoned chicken, pasta, or rice depending on the variety, in a seasoned broth. An alternative to canned soup, which has mostly broth with soft vegetables, Hearty Spoonfuls are pack-



**Frozen soup provides a convenient way for people to get their daily vegetables.**

aged in 11.5-ounce microwavable bowls for easy preparation. Simply pop the bowl into the microwave and in minutes you have a great-tasting “remedy” for those seasonal ailments.

The survey also revealed that 70 percent of respondents believe that overall health would improve if they ate more vegetables. “Americans lead busy lifestyles, but that doesn't mean we have to skimp on nutrition,” said Ken Haedrich, culinary expert and author of *Soup Makes the Meal*. “Birds Eye Hearty Spoonfuls is an excellent example of a convenient, quick meal that's delicious and nutritious.”

Soup may soothe a sore throat, unstuff clogged passageways, and hydrate a thirsty body. At the very least, said Haedrich, “It's a com-

fort food that can go a long way on the road to recovery.”

For more information on Hearty Spoonfuls or other Birds Eye products, visit [www.birdseye.com](http://www.birdseye.com).

## Health and Vegetable Facts from Birds Eye

A nationwide survey, conducted on behalf of Birds Eye Hearty Spoonfuls, revealed consumer attitudes regarding health and vegetable consumption. Here are some of the findings:

- 84 percent of Americans consider eating a healthy diet, including plenty of fruits and vegetables, as an important way to prevent colds.
- 79 percent agree that people with healthy eating habits are less likely to get sick.
- Americans agree (70 percent) that their overall health would improve if they ate more vegetables.
- Only 19 percent of those surveyed said they definitely eat the recommended five or more servings of vegetables a day on a regular basis.
- More than one-quarter of Americans agreed that eating soup was an easy way to add more vegetables to one's diet.