

Fast & Fabulous

A Natural: Organic Canned Tomatoes And Pasta

(NAPSA)—As a growing number of Americans pay more attention to health and wellness, one of the areas they are focusing on has to do with enhancing what they and their families eat. One easy way to improve eating habits is to incorporate more of the natural quality of organic foods into a daily routine.

Organic products have been available for some time, but many consumers still wonder exactly what “organic” means. Basically, it refers to the way agricultural products are grown and processed, or, more precisely, what they are grown and processed without. To be certified “organic,” products must be grown without the use of synthetic fertilizers, pesticides, antibiotics, growth hormones or feed additives. The U.S. Department of Agriculture certifies products that meet these criteria with “organic” labels.

Today, organic foods have hit the mainstream, with 66 percent of consumers saying they have used organic products, more than a quarter of Americans saying they eat more organic products now than they did one year ago, and nearly one in 10 saying they use organic products regularly or several times a week.

What do people see in organic? Peace of mind about eating food that is certified free of artificial ingredients and produced without synthetic pesticides, fertilizers and hormones isn’t bad for starters. But according to a recent survey, the positive natural qualities of organic are what appeal to many. Indeed, “fresh flavor” is one



Organic tomatoes are an excellent way to incorporate a more natural, vitamin- and nutrient-packed meal into a daily routine.

of the top three reasons why consumers purchase organic products. Ingredients they know and trust, and food they can feel confident is good for them are also high on the list of reasons for choosing organic.

Now, one of America’s most trusted brands has introduced an organic line of products that offers consumers a new, naturally flavorful alternative with the added convenience of being available on local supermarket store shelves.

Hunt’s Organic canned tomatoes are vine-ripened, picked and packed at the peak of ripeness without artificial ingredients and preservatives. In addition to their organic benefits, tomatoes are among nature’s true wonder foods, rich in nutrients such as vitamins C and B-complex, minerals like iron and potassium, and

phytonutrients such as lycopene.

The certified organic line from Hunt’s is available in four varieties of canned tomatoes and two pasta sauces. It offers a great taste experience that’s a natural in most any meal or recipe—from a bruschetta appetizer or a sizzling pot of chili to the Simply Sensational Pasta Sauce for the kids’ spaghetti dinner.

For a variety of delicious, flavorful recipes, visit www.hunts.com.

SIMPLY SENSATIONAL PASTA SAUCE *Makes 6 servings*

1 lb. uncooked pasta
¼ cup virgin olive oil
1 large onion, chopped
1 medium carrot, peeled and diced
1 rib celery, diced
1 can (28 oz.) Hunt’s Organic Diced Tomatoes in Juice
2 Tbsp. chopped fresh basil

1. Cook pasta according to package directions. Drain and keep warm.

2. Meanwhile, heat oil in a medium saucepan over medium-high heat; cook onion, carrot and celery until tender.

3. Add tomatoes and basil; simmer mixture over low heat 20 minutes.

4. Pour sauce into a blender or food processor. Pulse a few times to coarsely chop; do not overprocess. Season with salt and pepper, to taste.

5. Serve over hot pasta.