

# Fabulous Food

## Shrimp Bowls: Great On-The-Go Seafood



**Delicious shrimp bowls offer a complete meal in one—and they're ready in less than five minutes.**

(NAPSA)—The fast-paced way of life among Americans and their families leaves less time for dinner than ever before. Parents, especially, often spend more time preparing a meal than actually enjoying it with their families, making quick and convenient meal options more important than ever before.

Seafood meals, in particular, are often perceived as time consuming and difficult to prepare, and therefore quick to be overlooked by busy individuals. New Shrimp Bowl products are helping to solve this problem, by offering seafood lovers a convenient, fast and great tasting meal option for either lunch or dinner.

“Research has shown that people who enjoy seafood would eat it more often if it was readily available and easier to prepare,” said Bryan Olson, brand director for Mrs. Paul’s. “The new Shrimp Bowls from Mrs. Paul’s take the hassle out of preparing this seafood favorite, while providing a variety of great-tasting flavors people love.”

Bowl products, which continue to grow in popularity, have offered limited seafood selections until now. Shrimp Bowls offer a complete meal in one—featuring pasta or rice, a variety of vegetables, and shrimp in various ethnic flavors, including Shrimp Alfredo, Shrimp Stir Fry, Thai Peanut Shrimp and Sweet & Sour

### Seafood - An American Favorite

- In 2000, the average consumer ate a record 3.2 pounds of shrimp, and shrimp consumption is growing at twice the rate of tuna—the most-consumed type of seafood in the U.S.
- Americans today eat on average about 15.6 pounds per person of seafood each year, with shrimp making up nearly 20 percent of all seafood consumed in the U.S., according to the National Fisheries Institute.
- The American Heart Association recommends that people eat “at least two servings of fish per week” for its heart-healthy benefits.

Shrimp. They can also be prepared in a short amount of time with no fuss, and are fully cooked in less than five minutes.

“Although the Shrimp Bowls are complete single-serve meals, you can toss a quick salad with your favorite dressing and warm some dinner rolls to make a great meal for the entire family,” said Olson. “The time you save in preparation can now be used to enjoy the meal.”

Great taste and mealtime convenience are now possible by adding Shrimp Bowls to your weekly menu plan. You’ll find them in the frozen food department at your local grocery store.