

Healthy Eating

Steaming Produces Fresh-Tasting Frozen Meals

(NAPSA)—One of the hottest trends in healthy eating is based on one of the easiest methods of cooking. Steaming.

Steamed foods are becoming increasingly popular in the U.S. today. It's estimated that consumers enjoy about 2 billion servings of steamed food per year. According to Consumer Qualitative Research, consumers are turning to steamed foods because they want meals that offer freshness, health benefits and a crisp, natural taste.

Though vegetables comprise the majority of steamed foods, the past year has seen a boom in steamed foods extending beyond vegetables to meats and pasta.

Recently, Healthy Choice® introduced Café Steamers™, the first line of complete frozen meals that incorporates microwave steaming technology designed to maximize the individual components of an entire meal. Steaming works to maintain the naturally fresh flavor, texture and color of each ingredient.

Steamed convenience meals like this have been growing in popularity since 2000 with products in Europe, Australia and Japan coming in special "steam valve" packaging.

The innovative Café Steamers line utilizes a one-of-a-kind microwavable Steam Cooker™ that circulates steam throughout the meal. The products are a convenient option for busy people wanting a fresh-tasting meal with minimal preparation time, as most are prepared in less than four minutes.

Popular chef, "Mission: Cook!" author and "Dinner: Impossible" TV host Robert Irvine understands that preparing healthy, flavorful



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meals is a challenge for many. Finding healthy yet convenient meal options like Café Steamers that have the taste and texture of a fresh meal can help people overcome that challenge. Irvine believes in the steam cooking trend and the new Café Steamers line. Said Irvine, "For years, I have been working with people to overcome cooking challenges in the kitchen, helping them to eat well in difficult circumstances." He added, "Being able to prepare delicious, healthful meals can be overwhelming and time intensive, so I was pleased to see a trusted brand like Healthy Choice make this a reality."

The product line's steaming innovation represents the fourth wave in the evolution of the frozen entrée in America, which began in the 1950s with the original oven-baked, foil-wrapped TV dinner and progressed to microwavable meals in the mid-1980s. Healthy Choice took them to the next level by introducing the first line of healthy and flavorful microwavable meals in 1988.

To learn more, visit the Web site at www.healthychoice.com/innovation.