

Taking Tailgating Indoors

(NAPSA)—Nearly all Americans (92 percent) like the flavor of grilled foods and 81 percent want to be able to have grilled food any time of the year, according to an omnibus survey of 1,000 adults conducted for Birds Eye by Market Facts. The challenge is how to create the traditional grilling party in the parking lot—also known as tailgating, one of America’s favorite pastimes—any time of the year.

From coast to coast, sports enthusiasts spend hours each weekend in the parking lot of their favorite stadium, equipped with their grill and favorite foods. As the temperatures drop, only the die-hard fans brave the elements and continue tailgating outdoors. But do you really have to be in the stadium parking lot to tailgate?

For fans who still want the taste of grilling without the cold, Birds Eye® Simply Grillin™ offers frozen grilled vegetables with great-tasting, hot-off-the-grill flavor whether you have a ticket to the game or not.

Bring the tailgate party indoors. With Simply Grillin’ there’s no preparation—the vegetables are already seasoned—and they are available in a variety of flavors to complement any meal. Look for a 25-percent-more package coming soon, which will satisfy the grilled craving for the whole gang. The frozen vegetables are packaged in a foil tray that allows them to go from the freezer to the grill, or the oven, in one simple step. Plus, there is no clean up, which makes it more convenient, and allows everyone to enjoy the party all the more.



Have A Ball—Sports fans can hold tailgating parties any time of year.

Tips on Creating the Grilled Flavor All Year Long

Perfect for game-day gatherings, casual parties or everyday dinners, Simply Grillin’ feeds the craving for grilled flavor. Birds Eye has developed some helpful tips to add to your indoor festivities.

- For tailgating parties, clear out the garage and move in the grill. Grill the party food outdoors under shelter, but enjoy the game and the warmth indoors.

- To add grilled flavor to social gatherings, cook traditional tailgate fare from the comfort of your kitchen. You can still get the hot-off-the-grill flavor without firing up the charcoal.

- Create a little flare for your typical dinner menu. Make grilled vegetables in your oven with Birds Eye Simply Grillin’.

For more information, visit www.birdseye.com.