

# Cooking Corner

Tips To Help You

## New Survey Reveals Time-Starved Home Cooks Crave Meals In Minutes *Ready-To-Serve Roasts Set New Standard For Quick In The Kitchen*

(NAPSA)—Between soccer practice, ballet lessons, PTA meetings and homework help, today's time-starved parents say one of their biggest dinnertime dilemmas is just that—time—according to a new survey of more than 900 home cooks.

The recent Meat of the Matter Report revealed that 54 percent of home cooks feel they often spend more time preparing dinner than enjoying the meal with their families, even in light of the hundreds of convenience products introduced in recent years.

On average, nearly 60 percent of home cooks report spending 21 to 40 minutes to prepare a typical weeknight meal, even though they'd rather have dinner on the table in 20 minutes or less (47 percent).

New Thomas E. Wilson fully cooked and already carved pork and beef roasts can help busy parents make more out of dinner in less time. The roasts can be heated in as little as five minutes, inviting home cooks to put the family back into family dinners.

"Numerous studies have found that families eat dinner together at home at least three or four times a



week and most only sit down for dinner an average of 20 to 30 minutes. This means that there is a real opportunity to turn dinnertime into family time," said Mary Donkersloot, registered dietitian, mother and author of *The Fast-Food Diet: Quick and Healthy Eating at Home and On the Go*. "But before families can connect together, home cooks need to be able to get a nutritious dinner on the table in a matter of minutes."

According to the NPD Group,

to help get food on the table fast, home cooks use pre-packaged items at least four times per week in their dinner preparation and nearly 86 percent use the microwave to prepare most weeknight meals. The Meat of the Matter Report showed that one-third of home cooks say they serve meat with their meal four to five times a week, though most don't consider meat a convenience food.

But meat can mean convenience with Thomas E. Wilson dinner roasts. Each variety—including Beef Pot Roast, Roast Beef in Brown Gravy, Lemon Pepper Pork Roast, Seasoned Beef Sirloin Roast, Italian Seasoned Pork Roast, Beef in Barbecue Sauce and Seasoned Beef Meatloaf—can be quickly prepared by heating in the microwave, boiling in a bag on a stovetop or heating inside a conventional oven. Many of these ready-to-serve roasts come already carved and all are vacuum-sealed inside a convenient ready-to-heat container. The typical retail price for each roast is \$6.99 to \$7.99.

For more information, visit [www.thomasewilson.com](http://www.thomasewilson.com).