

#RESTOCK

DAIRY AND FROZEN

Keep more dairy and frozen foods on hand to make more home meals happen!

Stocking Your Fridge & Freezer



BREAKFAST

72%

of consumers eat breakfast at home.

STOCK:

- Eggs
- Yogurts
- Kefir
- Milks & Creamers
- 100% Juices
- English Muffins
- Cheeses & Spreads

Quick-to-prepare frozen foods like:

- Fruits
- Pancakes & Waffles
- Bagels
- Breakfast Bowls
- Breakfast Sandwiches
- Breakfast Meals
- Plant-Based Proteins



LUNCH

55%

of consumers eat lunch at home.

STOCK:

- Cheese Sticks & Shreds
- Yogurts
- Hard-Cooked Eggs
- Veggies & Dips

Quick-to-prepare frozen foods like:

- Empanadas
- Stir-Fry Meal Kits
- Pizza
- Chicken Patties
- Fish Sticks
- Veggie Burgers
- Plant-Based Proteins

DON'T FORGET:
PORTABLE, PACKABLE
LUNCH SUPPLIES
FOR EATING ON THE GO!



SNACKS

50%

of consumers say they find their favorite snack in the dairy aisle.

STOCK:

- Yogurts
- Puddings
- Cheese Sticks
- Hard-Cooked Eggs

WHAT IS A SNACK?

Snacks may be smaller in size, eaten between mealtimes or simply be low on prep & clean up.

WHY SNACK?

Consumers typically snack out of habit or because they need energy or want an indulgent treat.

Frozen snacks like:

- Appetizers
- Sweet Potato Fries
- Soft Pretzels
- Ice Cream & Novelties
- Mini Cream Puffs
- Macarons



DINNER

2/3 of consumers look to frozen foods to answer the question 'What's for dinner?'

STOCK:

- Frozen Vegetables
- Frozen Potato Shreds
- Frozen Breads & Rolls

Frozen sides like:

- Tortellini
- Ravioli
- Pierogies
- Rice & Potstickers

Restaurant-inspired frozen foods with global flavors like:

- Tikka Masala
- Pho
- Veggie Lo Mein
- Coconut Shrimp
- Spicy Curry
- Power Bowls
- Burritos
- Enchiladas
- Stir-fry

THAT'S RIGHT! THE ANSWER TO
WHAT'S FOR DINNER?
IS IN YOUR FREEZER!

REDISCOVER
DAIRY & FROZEN

BROUGHT TO YOU BY:
NFRA
National Frozen & Refrigerated Foods Association

easy home meals
EasyHomeMeals.com