

# The Story of **FROZEN FOOD...** FROM FARM **TO TABLE**



## HARVESTING

Expert farmers grow and harvest fruits and veggies at the height of ripeness when their taste, color, texture and nutritional value are at their peak. They're immediately taken to nearby plants to begin the freezing process that locks in all their flavor and nutrients.

## WASHING AND BLANCHING

Fruits and veggies are washed to remove any dirt and bacteria then blanched and cooled to preserve their just-picked quality.

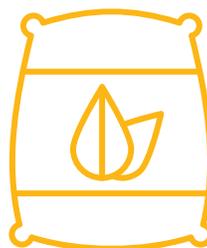


## FLASH FREEZING

Freezing is the best known method of preserving food. Today's quick freezing process freezes foods in just minutes stopping the clock and preserving the nutritional value, freshness and flavor of their just-picked state.

## PACKAGING

Fruits and veggies are packaged and shipped in freezer trucks to your grocery store just as tasty and fresh as the day they were picked.



AND  
FINALLY...

## ENJOYING AT HOME

Frozen fruits and veggies go from the freezer to your table in just minutes. You get to enjoy nutritious, quality fruits and veggies year-round!

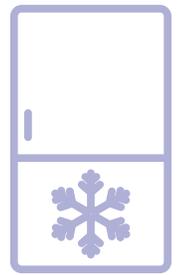
**It's real food... just frozen!**



# WHY

# FROZEN FOOD

is the **SMART CHOICE**



## ALWAYS IN SEASON

Frozen fruits and vegetables are picked at the **height of ripeness** and flash frozen, locking in all their flavor and nutrition. So you can enjoy nutritious, quality fruits and vegetables **year-round**.



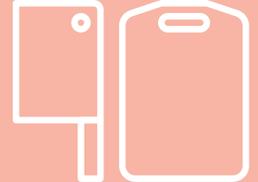
## LONGER SHELF LIFE



Frozen foods **last much longer** than their fresh counterparts. You can use just what you need and put the rest back in the freezer for next time – **wasting less food and saving you money**.

## CONVENIENT

Keeping your freezer stocked means delicious, quality foods are **ready-to-use**, making meal prep fast and easy. And all the picking, cleaning and chopping are already done, **saving you time** in the kitchen.



## ECONOMICAL



Frozen foods are **consistently priced** year-round. You are paying for 100% edible food – no stalks, seeds or rinds. And many frozen foods are **perfectly-portioned** so there's no waste.

## VARIETY

Today's frozen foods are created and tested by chefs and nutritionists using on trend ingredients and flavors. With over **3,700 different choices** in the frozen food section, there is something for every taste and lifestyle.

