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.

Brought to you by the National Frozen & Refrigerated Foods Association