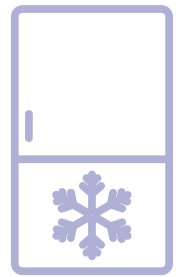


# WHY

# 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**.



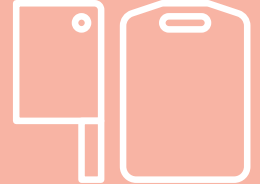
## LONGER SHELF LIFE



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.

