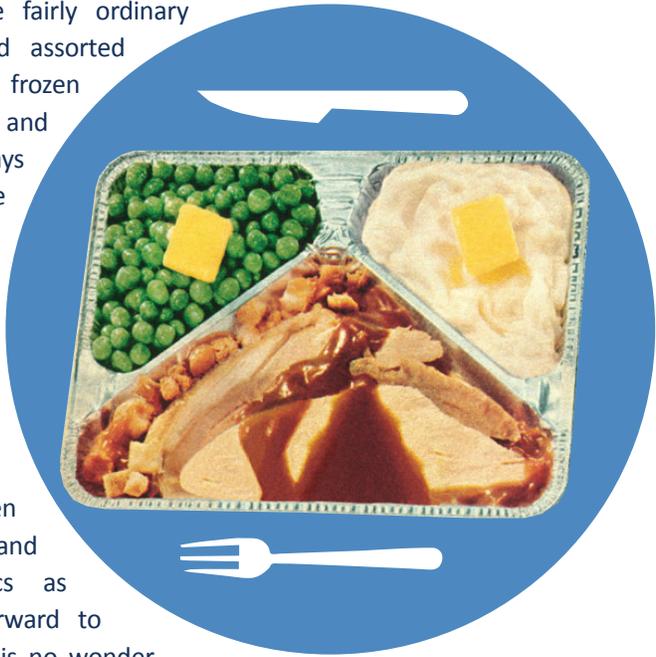


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It all started with TV DINNERS

Do you remember TV dinners? They were fairly ordinary entrees featuring turkey or meat loaf and assorted servings of vegetables. The dinners were frozen in compartmentalized aluminum foil trays and heated in the oven. Modeled after serving trays used in military mess halls, TV dinners were the brainchild of the Swanson brothers. The Swansons combined a large surplus of turkey with the new flash freezing technology and unknowingly created a milestone in US food history.



TV dinners were the beginning of America's love affair with convenience foods. Frozen boil-in-the-bag meals soon followed and included such timeless American classics as beef stew and chicken à la king. Fast forward to microwaves in every home and office and it is no wonder that convenience foods dominate not only grocery store shelves and freezers, but those in homes and offices as well.

Convenience ranks behind taste, habit, hunger and health among the top five reasons why we choose the foods that we eat. The Food Marketing Institute reports that 94% of Americans are making an effort to eat more healthfully, but there is a limit as to how far they will go. It takes time and skill to plan, shop, prepare and serve healthy food and Americans are struggling. This is particularly evident with the evening meal when energy reserves are low and convenience trumps the best of healthy intentions. Fortunately, there are fresh, healthy, and easy-to-prepare options that are economical and increasingly widely available.

Freeze-and-fix services started on the West Coast in 2002, when Dream Dinners moved from the founders' kitchens to their first store. The experience starts by going to their website to select recipes you would like to make. You then make an appointment at the store where the meals will be prepared. Each meal has its own assembly station where all of the fresh ingredients are prepped and ready.



Dream Dinners



the supplement

FACILITATING VITALITY

By following a recipe card, you make the entrées in containers that will go from freezer to oven. In less than an hour's time, you can leave with enough entrées to feed your family for a month at a cost of approximately \$3-7 per serving. The freeze-and-fix services spread quickly. By 2012, there were 175 different companies delivering the concept at approximately 400 different locations nationwide. Some of the local players include Dinner Done, Foodies, Tasty Dinner Solutions and Let's Eat!

The next generation is a group of companies touted as recipe delivery services. The process begins online with recipe and shipping date selection, but in lieu of prepping at the companies' kitchens, the precise amounts of the necessary ingredients are shipped to your door. You then prep and prepare the meal as instructed. While the freeze-and-fix concept eliminated the shopping and prepping hassle, the recipe delivery service eliminates the need to leave your home completely. The prep work is still there, but the rewards are many. Sharing family meals is correlated with better performance at home and at work. It also diminishes the likelihood of teenage depression and alcohol and drug abuse. It is also the most fundamental expression of love. The higher price points, at \$8-12 per entrée, are well worth it. Blue Apron, Plated and Hello Fresh are the principal players in this arena.

The latest generation offers prepared healthy foods at retail locations. Their selection includes breakfast, lunch, dinner, and snack and side options in varying portion sizes. These eliminate all of the barriers between you and healthy eating with price points ranging from \$4-\$12 depending on the meal and the size selected. Players in this space include Snap Kitchen and My Fit Foods out of Texas and FitLife Foods right here in our own backyard.



FitLife Foods

RESOURCES



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Patricia M. Fuller has dedicated the last 17 years to designing and delivering wellness programs as a project manager and contractor for PricewaterhouseCoopers, LLP. Her training events earn consistently excellent ratings for her holistic approach and her real world application.

Prior to concentrating in wellness, Pat taught accounting and auditing as an adjunct professor at the University of Tampa. She earned her CPA designation in 1992 as a senior associate for Coopers & Lybrand. She has a Masters in Business Administration from the University of Utah.

Pat has a PhD in holistic nutrition. In 2010, she was board certified by the Holistic Nutrition Credentialing Board. Her areas of research include stress management and eating habits. She is a Certified Wellcoach and a member of the Institute of Coaching. She is an annual attendee to The Harvard Medical School Conference, Coaching In Leadership & Healthcare.

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