



Fresh Facts About Frozen

BALANCE YOUR



with
Nestlé

Seven surprising facts
and simple tips
for making meals
you love that meet
US Dietary Guidelines

Surprising Fact #1: Frozen Meals Make it Easy to Meet US Dietary Guidelines

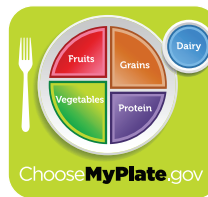
The average American meets US Dietary Guidelines for the recommended intake for dairy, fruit, grains, proteins, and vegetables only seven days out of the year – just 2 percent of the time! Our *Balance Your Plate with Nestlé* initiative makes meeting dietary guidelines nutritious, delicious, quick, and as easy as one ... two!



Choose your favorite frozen prepared entrées as the “center of the plate”.



Balance your plate by adding fruits and vegetables, whole grains, or low-fat dairy.



**We’ve done the math for you!
Our meal plans ensure you get a
variety of foods from all food groups,
making balanced nutrition easy.**



Expert Tip:

Fruits and veggies are naturally low in calories, so pack your plate full and load up on essential vitamins, minerals, antioxidants, and fiber!



Our meal plans and shopping lists take the guesswork out of meal planning. Visit **[NestleUSA.com/BALANCE](https://www.nestleusa.com/BALANCE)** to access our full inventory of resources, including our 14-day On a Budget Family Menu Plan.

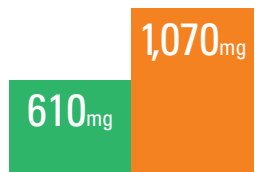


Surprising Fact #2: Frozen Offers Nutrition Benefits Compared to Other Meal Options



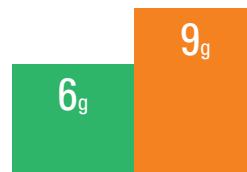
Look at the difference between choosing a Hot Pockets® brand Meatballs & Mozzarella sandwich (127g) over a meatball marinara sandwich served at a national quick service restaurant (231g).

Sodium



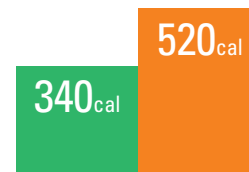
Hot Pockets® **QSR**
610mg 1,070mg
25% Daily Value 45% Daily Value
(460mg difference)

Saturated Fat



Hot Pockets® **QSR**
6g 9g
30% Daily Value 45% Daily Value
(3g difference)

Calories

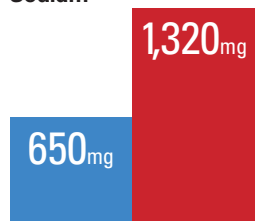


Hot Pockets® **QSR**
340cal 520cal
(180cal difference)



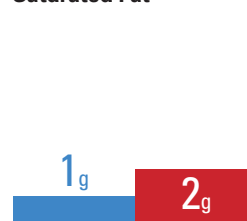
Look at the difference between choosing a serving of Lean Cuisine® Sesame Chicken (252g) over a lunch portion of sesame chicken on white rice (198g) served at a national Asian quick service restaurant.

Sodium



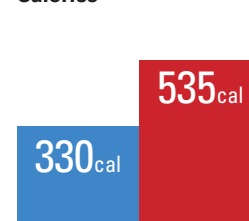
Lean Cuisine® **QSR**
650mg 1,320mg
27% Daily Value 55% Daily Value
(670mg difference)

Saturated Fat



Lean Cuisine® **QSR**
1g 2g
5% Daily Value 10% Daily Value
(1g difference)

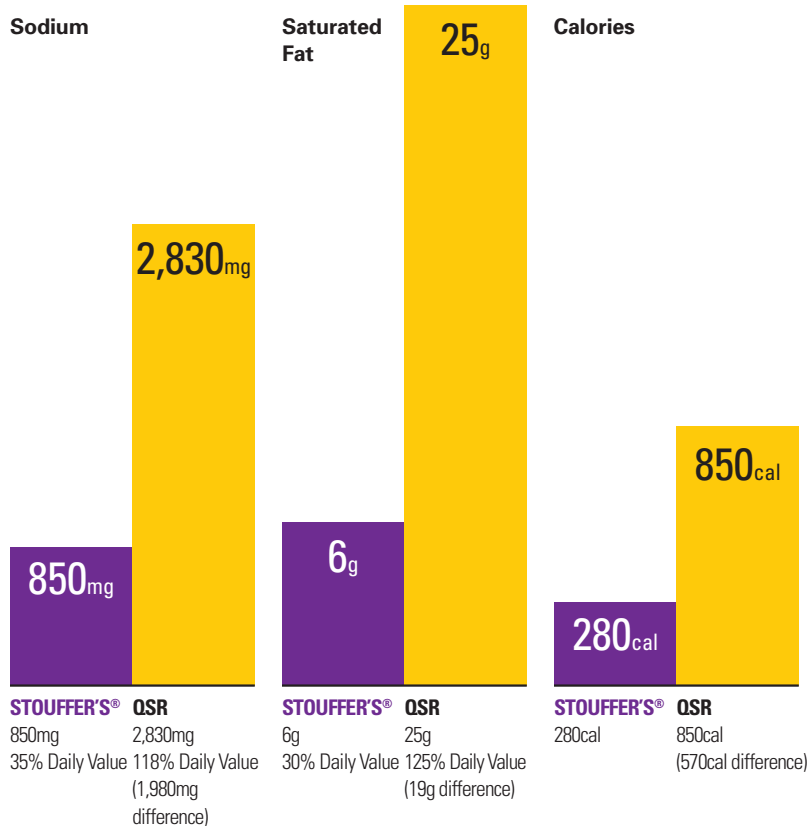
Calories



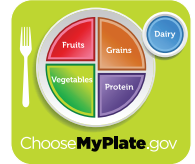
Lean Cuisine® **QSR**
330cal 535cal
(205cal difference)



Look at the difference between choosing a serving of STOUFFER'S® Lasagna with Meat & Sauce (280g) over a dinner portion of lasagna served at a national midscale Italian restaurant.



MyPlate Tip:
Compare sodium in foods like soup, bread, and frozen meals – and choose the foods with lower numbers.



SAVE 4,760-5,460 CALORIES

Replace a quick service restaurant entrée every day for two weeks with LEAN CUISINE® or STOUFFER'S® and you could save 4,760-5,460 calories. (3,500 calories = 1 pound)



Surprising Fact #3: Frozen Meals Mean No Portion Distortion

When dining out, portion distortion can be commonplace. Through thoughtful portioning and careful recipe development, the average LEAN CUISINE® entrée contains 280 calories, while the average STOUTER'S® entrée contains 330 calories. Compare this to the average restaurant entrée with 670 calories!

**Moderating your portions
keeps calories in check.**



lean
cuisine.



AVERAGE
RESTAURANT



280_{CAL}



330_{CAL}



670_{CAL}



Expert Tip:

Pizza is a delicious food that's easy to prepare and fun to share. Our Pizza Portion Guide will help you make informed decisions about how to enjoy pizza as a part of a well-balanced diet. Download it and other useful resources at NestleUSA.com/BALANCE



4,000^{CAL}

The number of calories you could save each year simply by swapping out one serving/week of a national leading pizza chain's Thin Crust Pepperoni (130g) for DIGIORNO® pizzeria!™ Primo Pepperoni (133g).



Surprising Fact #4: You Can Be Sodium Savvy With Frozen Meals

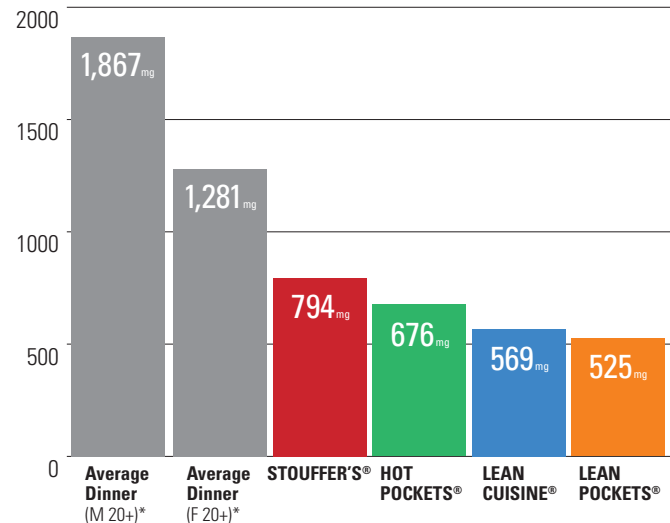
Recipe modifications have resulted in improved nutritionals for many of Nestlé's leading frozen meal brands.

- Over the past three decades, we have reduced the average sodium content in our LEAN CUISINE® frozen meals from over 1,000 mg (42% Daily Value) to 560 mg today (23% Daily Value).
- In 2013, we decreased the sodium in our CALIFORNIA PIZZA KITCHEN® Crispy Thin Crust line from an average of 730 mg per serving (30% Daily Value) to 600 mg (25% Daily Value).
- We decreased the sodium level of our top-selling classic STOUFFER'S® Macaroni & Cheese by 10% since 2005.
- Our Stouffer's® portfolio is currently undergoing gradual recipe changes to decrease sodium by another 10%.

We will continue to explore further recipe changes to decrease sodium while minimizing the impact on the taste.

Many Nestlé frozen brands offer sodium savings when compared to average sodium intake for most adult meals.

Average Sodium Intakes at Dinner vs. Average Sodium per Brand



*Source: What We Eat in America, NHANES 2009-2010, individuals 2 years and over excluding breast-fed children, day 1 dietary intake data, weighted.

**Expert Tip:**

Reading labels is an important step in making informed food choices. Check the Nutrition Facts Label on packaged food to compare calories, saturated fat, and sodium per serving to help you make an educated selection!



More than 50 Nestlé frozen prepared meals have:

- 600 mg or less sodium per serving, and
- 10% or less calories from saturated fat, and
- Higher amounts of beneficial nutrients, like vitamin C and calcium (10% Daily Value or higher)

50+

Surprising Fact #5: Freezing is Nature's Pause Button

At Nestlé, our food is Freshly Made, Simply Frozen.™

We start by using farm select ingredients, like vine ripened tomatoes, picked at the peak of ripeness when they are bursting with flavor and nutrition. Then, we bake in all the goodness and freeze it, with over 180 varieties with no preservatives.

We bring the same attention and care to making our food as you do at home. We make really great food and then we quickly freeze it. It's that simple.

Freezing is nature's way of locking in goodness until you're ready to eat.

FRESHLY MADE.
SIMPLY FROZEN.™



For free meal plans and more helpful tips and tools on the benefits of frozen meals, visit [NestleUSA.com/BALANCE](https://www.nestleusa.com/BALANCE).



Expert Tip:

New research shows that some frozen fruits and vegetables may have higher levels of certain vitamins and antioxidants compared to their fresh counterparts.

MADE FRESH

Every day our cooks make fresh pasta for our hand-layered STOUFFER'S® lasagna and fresh dough for our DIGIORNO® pizzas.



Surprising Fact #6: Our Ingredients Are Similar to Your Home Ingredients

It's true! The government requires that we list the ingredients of the ingredients we use, which can be confusing. For example, the two ingredient lists shown here are for the same recipe. One is presented how you would write the recipe at home, while the other shows how those same ingredients must be listed on a label.

This recipe as an ingredient list

Packaging Label per Government Regulations

INGREDIENTS: GROUND BEEF, COTTAGE CHEESE (CULTURED PASTEURIZED GRA
PHOSPHORIC ACID, POTASSIUM CHLORIDE, SODIUM GLUCONATE, GUAR GUM, CARR
(PASTEURIZED PART-SKIM MILK, CHEESE CULTURE, SALT, ENZYMES), **STEWED TOM**
ONIONS, CITRIC ACID, CALCIUM CHLORIDE, DRIED CELERY, DRIED GREEN BELL PEPP
SPICES, NATURAL FLAVORS, CITRIC ACID), **TOMATO PUREE** (WATER, TOMATO PASTE
(SEMOLINA, NIACIN, FERROUS SULFATE, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC
SALT, ENZYMES), **EGGS, ONION, GARLIC, PARSLEY, BASIL, SALT, PEPPER**
CONTAINS: MILK, WHEAT

Home Version

Classic Lasagna

1 lb Ground Beef	2 large Eggs
3 cups Cottage Cheese	1 Onion
1 lb Mozzarella Cheese	4 Garlic Cloves
16 oz Stewed Tomatoes	2 tbsp Parsley
12 oz Tomato Paste	1 tbsp Basil
10 ³ / ₄ oz Canned Tomatoes(Puree)	1 ¹ / ₂ tsp Salt
10 oz Lasagna Noodles	1/2 tsp Pepper
1 ¹ / ₂ cups Parmesan Cheese	

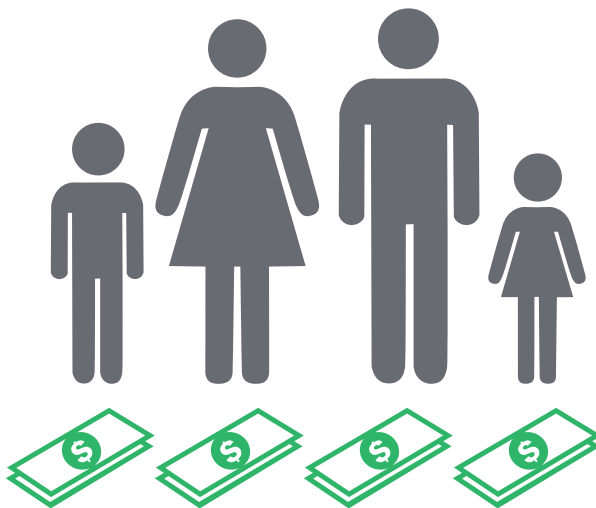
Sourced from MyRecipes.com

DE A NONFAT MILK, CREAM, WHEY, SALT, MALTODEXTRIN, CITRIC ACID, LACTIC ACID, AGEENAN, MODIFIED CORN STARCH, CAROB BEAN GUM), **MOZZARELLA CHEESE** **TOMATOES** (TOMATOES, TOMATO JUICE, SUGAR, LESS THAN 2% OF: SALT, DRIED ER, NATURAL FLAVOR), **TOMATO PASTE** (TOMATO PASTE, LESS THAN 2% OF: E, SEA SALT, ONION POWDER, CITRIC ACID, GARLIC POWDER), **LASAGNA NOODLES** (ACID), **PARMESAN CHEESE** (PASTEURIZED PART-SKIM MILK, CHEESE CULTURE,

Surprising Fact #7: Choosing Frozen Can Save You Money

You can build balanced meals for a family of four that meet US Dietary Guidelines by combining your favorite Nestlé frozen meals with fruits, vegetables, whole grains, and dairy for less than \$180 a week.*

Frozen prepared foods can fit into your budget and help reduce food waste.



*USDA low-cost meal plan for a family of four: \$193.20/week (US average, January 2014)

LESS THAN \$2 PER MEAL PER PERSON PER DAY

For free meal plans and more helpful tips and tools on the benefits of frozen meals, visit [NestleUSA.com/BALANCE](https://www.nestleusa.com/BALANCE).



SAVE \$1,200 PER YEAR

Compared to what an average family spends
(US Bureau of Labor & Statistics, Consumer
Expenditure Survey, 2012)



Expert Tip:

Buy frozen to have meals
ready when you are and cut
down on waste.

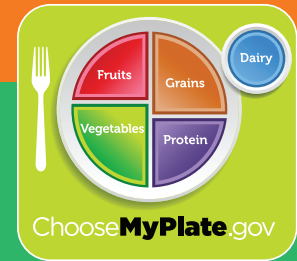
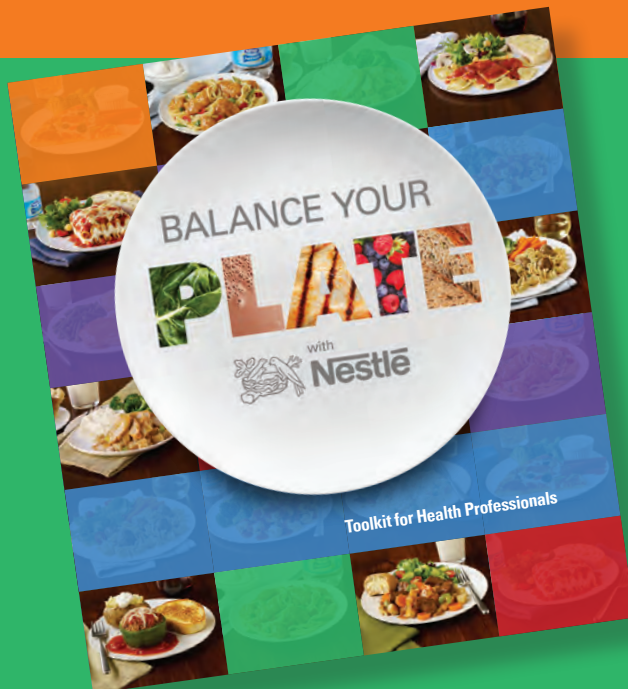


240 POUNDS
OF FOOD
PER PERSON
PER YEAR


According to USDA
reports, 40% of
food from farm
to table is
thrown away
in the US –
that's more
than 20 pounds
of food per person
every month
or \$165 billion
each year!



As the world's leading nutrition, health, and wellness company, Nestlé is committed to working with healthcare professionals to help consumers enjoy meals they love while also meeting US Dietary Guidelines.



Our commitment to meal-planning solutions that are nutritious, fast, budget-friendly and most importantly, delicious, has led to the creation of Balance Your Plate with Nestlé – an educational program that highlights the important role frozen prepared foods can play in helping Americans meet US Dietary Guidelines and MyPlate recommendations for healthy eating patterns.



In teaching consumers to pair frozen entrees with other nutrient-rich fresh foods, we've created a **foolproof mealtime solution that is convenient, economical, and helps consumers meet U.S. Dietary Guidelines.**

FRESHLY MADE. SIMPLY FROZEN.™



BALANCE YOUR



with

Nestlé



Good Food, Good Life



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For more meal ideas,
recipes, and tips to
Balance Your Plate
with Nestlé, visit
NestleUSA.com/BALANCE

