

Prepared Foods

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FOOD DEVELOPMENT

New Products & Packages

Microwaveable meals for kids

by Lynn Dornblaser,
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Here's a new product line that grew out of a working mother's desire for her child to eat healthy, nutritious meals. She devised My Own Meals, a line of microwaveable and boilable re-orted shelf-stable entrees.

The 8-oz. entrees come in five flavors and are designed for children ages 2 through 8. The varieties are Chicken, Please (chicken, potatoes, corn, carrots); My Kind of Chicken (chicken, brown rice, carrots, and peas); My Meatballs & Shells (meatballs containing raisins, macaroni, and tomato sauce); My Turkey Meatballs (meatballs in sauce); and My Favorite Pasta (ground pork, macaroni, barley, and lentils in tomato sauce).

Though the meals must be prepared by an adult (boiling or microwaving being too dangerous for little hands), the bright colors and "hand-written" logo on the package appeal to children. The meals currently are being sold in the Chicago area for \$2.39 to \$2.99.



New microwaveable or boilable meals are marketed toward children but must be prepared by adults.