

149 WONDERFUL GIFTS FOR HIM, HER, EVERYONE!

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Good Housekeeping

AT CHRISTMAS!

WHAT'S IN STORE FOR YOU

In time for the holidays, a new column to let you know what new products are in supermarkets (or on the way there) to make life easier for you. By Martin Friedman



Most cooks are willing to expend considerable time on traditional holiday meals, but for the rest of the season, any new product that saves cooking time is most welcome. These newcomers to your supermarket will let you get in and out of the kitchen faster, giving you more time to enjoy the holiday.

Hunt-Wesson, which introduced Minute Gourmet add-meat dinners last spring, is now out with four new varieties including pasta and rice ingredients. Chicken Fettuccine Alfredo with Noodles, and Chicken Oriental with Rice are two of the new entrées. All quick cooks do is coat chicken, beef, pork, or seafood with the contents of a dry-seasoning packet and microwave for a few minutes in a special microwave bag. Then a sauce pouch mix is added, followed by the noodles or rice.

If you're not around to feed the children, Hormel's solution is Kid's Kitchen, a selection of microwaveable meals (Macaroni and Cheese, Spaghetti, Chicken Chow Mein, Ravioli, and others). The products require no refrigeration or freezing. Other meals and entrées for kids include Con-Agra's Kid's Cuisine and My Own Meals. The My Own Meals line will be sold in Toys 'R Us stores, as well as supermarkets.



If you're worried about Christmas calories, four new Weight Watchers entrées are coming into the frozen-food section: Garden Lasagna, Beef Sirloin Tips and Mushrooms in Wine Sauce, London Broil in Mushroom Sauce, and Barbecue Chicken Cordon Bleu.

Breakfast is usually a chaotic meal, holiday or not. Both General Mills and

Quaker are coming out with pancake mixes in squeezable, shakable, disposable plastic containers. Just add water, shake, and pour the batter on the griddle. No mixing or cleanup required. The General Mills product is called Bisquick Shake 'n Pour Pancake Mix; the Quaker line is named Pancake Express. Also, cholesterol-free, fat-free Omelette Mix is on the way: it's called Fleischmann's Egg Beaters Vegetable Omelette Mix, a frozen product with real egg whites, red and green peppers, mushrooms, onions, and potatoes. Hot-cereal fans can now breakfast on the go.



Sahara Natural Foods is offering Casbah Breakfast Cup. Just add boiling water to plastic cups filled with instant wheat and oat bran, real fruit bits and nuts. Some flavors: Raisin Hazelnut, Peach Macadamia, and Strawberry Almond.

When there's no time to fix lunch, try Oscar Mayer Lunchables. Located in the refrigerated-meat case, Lunchables are packages of sliced meats, cheese, and crackers in eight different combinations plus a thin mint.

Another holiday shortcut: the variety of microwaveable cheese sauces. Products such as Kraft Cheez Whiz can be melted and poured over cooked vegetables or, for entertaining, over nachos.

Also for Christmas bakings, Cocoline is marketing Holiday Chips—chocolate chips with bright red and green candy coating. For those who like cranberries during the holidays, Ralston Purina now sells Muesli Breakfast Cereal, made with five wholesome grains, raisins, walnuts, and cranberries—a colorful choice for the Christmas breakfast table.

Happy Holidays! ★

Martin Friedman is editor of *New Product News*

