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FOR EXPECTANT AND NEW PARENTS

## CATERING TO KIDS

Hot news from the kitchen! Convenient kids' meals that are ready to serve in minutes are popping up in supermarkets all over.

It took a mom to see the need first. Mary Anne Jackson, an Illinois mother of two who once did strategic planning for a big food company, says she surveyed thousands of parents before last year launching a line of quick dinners, called My Own Meals, for children two to eight.

The meals come in plastic pouches that can be popped into boiling water or a microwave oven. Among menu choices: chicken with brown rice and vegetables; turkey meatballs with noodles, and peas and carrots. My Own Meals are being marketed in ten states and sell for \$1.99 to \$2.69. Says Jackson: "They make life a lot easier."

Now major food manufacturers are jumping aboard the same chuckwagon, according to the "Edelman Food Update," an industry report. ■