

**MY OWN MEAL**

Quality Meals For Children  
**Chicken, Please**  
Chunks of Potatoes & Chicken with Corn & Carrots in Sauce  
NO REHYDRATION REQUIRED • NO PRESERVATIVES ADDED • NO MSG

NET WT. 8.00Z (227g)

## Look M.O.M! No Nothing

**A**lready one of the industry's most competitive categories, prepared children's meals may now have to duke it out on the labeling front.

My Own Meals of Deerfield, IL, has received approval by the Department of Agriculture to label its products with the words: "nothing artificial, no MSG and no preservatives."

"This message elevates us above other children's meals which only claim 'No Artificial Colors or Flavors,'" says M.O.M.'s president Mary Anne Jackson, adding that none of its competition can make any of these claims.

In addition, the product now has nutritional labeling and the company has dropped the product line's prices by 40¢ to \$1.99 to \$2.49. "We're hearing that some stores are dropping even lower down to \$1.59 to \$1.99," says Jackson.

The new label is already appearing in grocers in California and New York. No word yet on any counterattacks from Banquet's Kid Cuisine or Hormel's Kid's Kitchen. ■