

FOOD BUSINESS

FEBRUARY 11, 1991

A PUTMAN PUBLICATION

\$3.00

Pro and con for My Own Meals

■ My Own Meals Inc. has caught a lot of heat from critics during the past year, with charges ranging from insufficient portions to mediocre taste. But recent newspaper articles managed to provide a little balance in evaluating this line of shelf-stable children's products.

First, the bad news: Jayne Hurley, a registered dietitian and nutrition researcher for the Center for Science in the Public Interest in Washington, D.C., told writer **Candy Sagon** of the *New Orleans Times-Picayune* that while she has some praise for what she calls refreshing ingredients in My Own Meals, "they also add cream and butter which provide extra saturated fat that kids don't need."

Now the good news: Syn-



Two syndicated columnists heap praise on kids meals.

dedicated food columnists **Bonnie Tandy Leblang** and **Carolyn Wyman** were oozing with praise for the product line.

Writes Bonnie: "My Own Meals is the healthiest of the new meals made especially for kids. All the entrees are made without artificial colors or flavors, preservatives or additives. Each of the five shelf-stable entrees is moderate in sodium, fat and calories."

Adds Carolyn: "My Own Meals are also blessed with easy-open packages and preparation instructions that are both simple and consistent from meal to meal. The fact that they can be stored

on the cupboard shelf for months is an added plus for parents of kids who decide suddenly one night after devouring lasagna for five years that eating lasagna is tantamount to death by firing squad." **FB**



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