

ucts include canned organic tomatoes, organic pasta sauces, organic juices, organic salsa and condiments in a variety of sizes.

Y2K pestilence?

Marketers at My Own Meals, Inc., are developing a small, specialized niche and a novel promotional strategy for their products and the benefits of extended shelf life they offer. As they see it, computer glitches that begin in the year 2000 have the potential to affect the ability of consumers to "get food for their families." And if those families adhere to a more restrictive, kosher diet, the problems become even more severe.

The solution for this gloomy scenario, as well as other possible food shortages created by more traditional acts of God such as floods and earthquakes, is a product line that requires no refrigeration in the dark days to come.

The Deerfield, IL-based company offers its line of "My Own Meal" main courses, packaged in 10 oz. microwaveable trays. Each has a shelf life of about 18 months, while an 8 oz., boil-in-bag version can last for about five years.

The company also produces "My Kind of



Meal" accessory packs containing such food items as bagel chips, granola bars, honey-roasted peanuts, cereal, raisins, cocoa, salt and pepper.

"A My Own Meal enjoyed together with the new My Kind of Meal accessory pack, provides about 1,200 calories and has its own chemical heating unit, so that the main course meal can be heated," says a spokesman.

My Kind of Meal packs have a shelf life of less than 12 months, as stated with a "best used by" date printed on each individual item.

The products are attracting interest from both kosher and non-kosher consumers, says the company, and are being distributed via mail order, in selected specialty stores and to various institutions, including the military.

