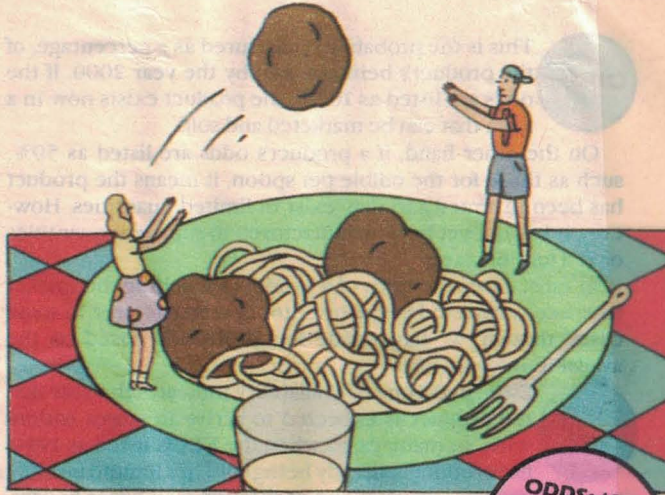


Parents

\$1.95

FUTURE
STUFF

MEALS FOR KIDS



Mary Anne Jackson came up with this idea while juggling motherhood with her career as a manager for a major food corporation in Illinois. When her baby began eating solid food at about six months of age, Jackson devoted Sunday nights to preparing healthy meals that would be easy for a baby-sitter to serve. When Jackson lost her job, she turned her Sunday nights into a business.

ODDS: 100%
ETA: 1991
PRICE:
UNDER \$3

My Own Meal is her trademark. These nutritious meals are the first to be packaged for mass-market distribution with two- to eight-year-olds in mind. The meals are made with no artificial ingredients, MSG, or preservatives. The food is vacuum-sealed in special air- and moisture-proof pouches and cooked in a microwave oven (one and one-half minutes) or in boiling water (four minutes). Sterilization is reached faster with the thin pouches than with jars or cans. Therefore, the process seals in more of the natural flavor, color, and nutritional value of the food as well as a firmer texture. The retort packaging, as it is called, renders the product "shelf stable" for as long as a year. That means no refrigeration is necessary. The foods will be displayed next to the dry pasta in your supermarket.

Jackson experimented with 25 different meals before she whittled her menu down to 5. After much consultation with her prospective market—kids—the winners include My Favorite Pasta, My Meatballs & Shells, My Turkey Meatballs, My Kind of Chicken, and Chicken, Please.

At the moment they are available in stores in a few states but can be ordered by mail from anywhere in the country. For an order form, write to My Own Meals, Inc., P.O. Box 334, Deerfield, IL 60015.