

## New Year, New You NEW Healthy Choice

For more information, visit [www.HealthyChoice.com](http://www.HealthyChoice.com) or contact:

Genevieve Mazzeo, ConAgra Foods  
[genevieve.mazzeo@conagrafoods.com](mailto:genevieve.mazzeo@conagrafoods.com)  
402-595-6864

Jennifer Resick, Ketchum Public Relations  
[jennifer.resick@ketchum.com](mailto:jennifer.resick@ketchum.com)  
202-835-9427

Healthy  
Choice.



## New Year, New You—Introducing the NEW Healthy Choice

After 20 years, Healthy Choice is reinvented! The new Healthy Choice is not just lower in fat, calories and sodium compared to the typical American meal, but now offers enhanced nutrition, contemporary flavors, a fresh look and innovative ways to provide fresh-tasting meals. Healthy Choice understands people are making the connection between eating right and looking and feeling their best, but they are not willing to give up the foods they love.

This year, look for:

- New innovation with a line of **All Natural Entrées**, displaying the Smart Choices Program™
- New varieties from **Healthy Choice Complete Meals, Select Entrées, Café Steamers, Fresh Mixers and Soups**
- Fresh-tasting, quality ingredients in new and reinvented meals
- Innovative packaging and nutritional enhancements to many favorite products
- Healthy Choice meals that are heart healthy, meaning they are low in fat, saturated fat and have controlled amounts of cholesterol and sodium

## Healthy Choice Makes All Natural Eating Simple and Delicious—New All Natural Entrées

New Healthy Choice All Natural Entrées start with real ingredients like extra virgin olive oil, whole grains, pumpkin, tomatoes and premium cheeses to create delicious, nutritious meals made with all natural ingredients and no preservatives, artificial flavors or colorants. These entrées are filled with protein, fiber, antioxidants and whole grains, all key elements to promote heart and digestive health.

**Healthy Choice All Natural Entrées** feature six contemporary recipes and fresh-tasting, nutrient-rich varieties, including:

- Mediterranean Pasta
- Portabella Marsala Pasta
- Pumpkin Squash Ravioli
- Portabella Spinach Parmesan
- Sweet Asian Potstickers
- Tomato Basil Penne

All Natural Entrées will be available nationwide beginning in March for a suggested retail price range of \$2.00–2.49.



## Healthy Choice Meals— Contemporary Flavors, Enhanced Nutrition

The new Healthy Choice offers fresher-tasting meals with contemporary flavors, real, high-quality ingredients and innovative preparation methods like steaming. This year, Healthy Choice is reinventing existing meals by adding premium, nutrient-rich ingredients so you can feel good about enjoying these flavorful dishes. Look for new varieties from Healthy Choice Complete Meals, Select Entrées, Café Steamers, Fresh Mixers and Soups.

### New Healthy Choice Complete Meals with Contemporary Flavors and Whole Grains

- Fire Roasted Tomato Chicken
- Roasted Sesame Chicken
- Mandarin Beef Lo-Mein

### Reinvented Healthy Choice Complete Meals with Enhanced Flavor and Nutrition

- Golden Roasted Turkey Breast (Now with Premium Turkey)
- Chicken Fettuccini Alfredo (Now with Premium Chicken)
- Turkey Breast & Cranberries (Now with Premium Turkey)
- Marinara Manicotti Formaggio (Now with Whole Grain Pasta)
- Chicken Parmigiana (Now with Whole Grain Pasta)
- Honey Balsamic Chicken (Now with Brown Rice Pilaf)

- Creamy Garlic Shrimp (Now with Whole Grain Pasta)
- Grilled Chicken Monterey (Now with Brown Rice Pilaf)

New varieties will be available nationwide beginning in March for a suggested retail price range of \$2.88–3.09.

### Reinvented Healthy Choice Select Entrées with New Recipes

- Chicken Alfredo Florentine
- Honey Ginger Chicken
- Bacon & Smokey Cheddar Chicken
- Roasted Turkey Medallions
- Salisbury Steak

Reinvented varieties will be available nationwide beginning in March for a suggested retail price range of \$2.00–2.49.

### Reinvented Healthy Choice Café Steamers

- Roasted Chicken Fresca (New Recipe)
- Chicken Pesto Classico (New Recipe)
- Grilled Basil Chicken (New Recipe)
- Roasted Chicken Marsala (New Recipe)
- Chicken Margherita (Now with Premium Chicken)
- Red Pepper Chicken Alfredo (Now with Premium Chicken)

Reinvented varieties will be available nationwide beginning in March for a suggested retail price range of \$2.88–3.29.



## New Healthy Choice Vegetarian Soups and Reinvented Flavors

As consumers trend toward including more vegetarian meals in their diets, Healthy Choice introduces three robust vegetarian soups and boosts the flavor of four favorite varieties.

### New Healthy Choice Vegetarian Soups

- Fire-Roasted Tomato
- Lentil Bean with Vegetables
- Hearty Vegetable Barley

### Reinvented Healthy Choice Soups with Enhanced Flavor

- Old Fashioned Chicken Noodle
- Country Vegetable
- Minestrone
- Italian Wedding

New and reinvented varieties will be available nationwide beginning in July for a suggested retail price range of \$2.19-2.39.



## Complete Healthy Choice Product Information

Look for more reinvented products and new varieties from Healthy Choice throughout the year, including contemporary packaging for Healthy Choice Fresh Mixers that highlights nutrition information and easy-to-read preparation instructions.

For a complete list of Healthy Choice products and information, please visit [www.HealthyChoice.com](http://www.HealthyChoice.com).

For more information on the Smart Choices Program,<sup>™</sup> please visit [www.smartchoicesprogram.com](http://www.smartchoicesprogram.com).

## Healthy Choice Nutritional Standards

Research shows that people who eat Healthy Choice as part of a reduced calorie meal plan with moderate exercise improve their overall health and quality of life. In 12 weeks, participants lost an average of 12 pounds, trimmed 1.5 inches off their waistlines and lowered their cholesterol.

Healthy Choice meals are lower in calories, saturated fat and sodium compared to a typical American meal,\* potentially preventing Americans' consumption of billions of calories, and tons of salt and saturated fat over the past 20 years. Healthy Choice products are made from premium ingredients and prepared with an emphasis on high-impact nutrition and flavor.

Brands with "healthy" in their name are held to a higher nutrition standard set by the FDA. Healthy Choice is the only major brand in its category that can call 100% of its products "healthy" as approved by the FDA. This means that each meal must have:

- Low fat
- Low saturated fat
- Controlled sodium and cholesterol
- 10% of the daily value for three beneficial nutrients (calcium, protein, fiber, iron, vitamin A or vitamin C)

\*Based on 1988-1994 and 1999-2004 National Health and Nutrition Examination Survey average of median lunch and dinner intake.