

Families On The Go

The New Take On Takeout: Phone It In

(NAPSA)—The “traditional” family meal may be less traditional than many think.

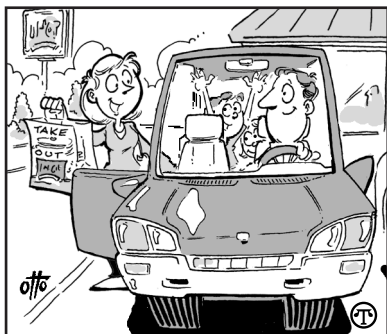
Experts say that prepared meals and takeout—often considered a modern development and the opposite of a “traditional” meal made from scratch—date as far back as the days of ancient Pompeii. It seems that even then, people were busy and rarely had time to cook complete meals.

And while it's true that we hit the takeout counter and grocery freezer more now than we did in the past decade (an increase of 24 percent), at least we're following some famously cuisine-conscious footsteps. The French have enjoyed takeout since the 16th century, when prepared foods were available from roasters and pastry cooks.

Research shows the meals were specifically intended for “consumption on the premises or to take out to consume elsewhere.”

A Tasty Tradition

It's estimated that in five years, prepared meals are likely to overtake meals made from scratch when it comes to what we most frequently eat. But that doesn't mean Americans will be tabling taste.



Phone in your order and it will be ready to go when you arrive.

Many premier steak houses and casual-dining restaurants have call-ahead service, and even IHOP, one of America's most popular restaurants, has launched its IHOP 'n Go takeout program for families on the go.

People can now phone in any order off the restaurant's regular menu and pick it up at the register when they arrive.

“Families through the ages have been juggling schedules and looking for convenience when it comes to meals, and our guests are no exception,” said Carolyn O’Keefe, chief marketing officer for IHOP Corp.

For more information, visit www.ihop.com.