

## Fans Are Getting Fired Up For Tailgating Season

(NAPSA)—Football season is here! Along with the game comes the cherished ritual of tailgating, and a big part of the tailgating ritual is grilling.

Tailgating dates back to the very first college football game between Rutgers and Princeton in 1869 when fans traveled to the game by horse and carriage to cook sausages and burgers at the “tail end” of the horse. In the 1960s, fans pulled down the tailgate of their station wagon to create a table for their meal before the big game. The art of tailgating has come a long way over the years. It’s now become one of America’s favorite pastimes.

Usually, the tailgating affair begins hours before the game, which might explain why tailgaters have come to consider their parking space as a home away from home and their grill as an outdoor kitchen. But it’s not just hamburgers and hot dogs anymore. Depending on the region of the country in which fans tailgate, you may find lobster in Boston or jambalaya in New Orleans or paté in the San Francisco area. Great food and team spirit are both a big part of tailgating.

To help fans spice up their tailgating festivities Birds Eye® introduces their newest product, Simply Grillin’™. Perfect for moveable feasts, Simply Grillin’ is the easiest and most convenient way to prepare and serve grilled vegetables. Packaged in a foil tray, the frozen vegetables go



**Tailgaters add frozen grilled vegetables to parties across the country.**

from the cooler to the grill in one simple step. There’s no preparation—the vegetables are already seasoned—and they are available in a variety of flavors to complement any menu. Plus, there’s no clean up.

### Tailgating Tips

As tailgating has become part of the game day ritual, seasoned tailgaters have discovered new ways to approach the event. Here are a few tips for creating the perfect tailgating experience:

- Make a list of essentials so nothing is left behind;
- Get to the stadium at least three hours early to stake out your spot;
- Fly a flag or balloons so your friends can find the party;

- Serve the food at least an hour and a half before the game starts to allow enough time for clean up;

- Keep the menu simple.

### Share Your Tips

If you’ve got a great tailgating tip to share send it to Birds Eye by October 30, 2001. You could be one of ten lucky winners to receive a tailgating kit complete with a grill and a tailgating season’s supply of Simply Grillin’. Tips should be mailed to Simply Grillin’ Tailgating Tips, P.O. Box 19027, Green Bay, WI 54307-9027 or send by e-mail to [www.birdseyetailgatingtips@c-k.com](mailto:www.birdseyetailgatingtips@c-k.com).

For more information about Birds Eye Simply Grillin’ or additional recipe ideas, visit [www.birdseye.com](http://www.birdseye.com).