

# GREAT GRILLING

## Grilled Vegetables Are Easier Than You Think

(NAPS)—Grilling is a favorite American pastime and an excuse for a great outdoor party. Perhaps nothing says good times like the aroma of grilled food. In the past few years, Americans have discovered that almost any food—from hors d'oeuvres to desserts—can taste better prepared on the grill. That especially includes vegetables.

Preparation can be tricky, time-consuming and weather dependent, but Americans still love the taste of grilled vegetables. Although the most popular foods prepared on the grill continue to be meat, poultry and fish, side dishes and vegetables are increasingly making their way onto the grates as well. While 77 percent of consumers like adding grilled vegetables to their meals, a little more than half the population (51 percent) believes they are the hardest food item to grill, according to a survey commissioned by Birds Eye. To help out, Birds Eye created Simply Grillin', the first line of frozen grilled vegetables that go directly from the freezer to the grill in one simple step.

Available in grocers' freezers, Simply Grillin' comes packaged in a foil tray. There's no preparation—the vegetables are already seasoned—and they are available in four colorful flavors to complement any menu. The convenient



**Americans across the country are adding vegetables to their grills.**

foil tray allows the vegetables to travel to cookouts further than the backyard. Plus, there's no clean up.

Six out of 10 Americans say that being dependent on weather is one of the disadvantages of grilling food. Even when the weather doesn't cooperate, Simply Grillin' can be prepared in the oven and it will still deliver delicious grilled flavor.

Fire up your grills and start your own grilling traditions.

For more information about Birds Eye products or recipes, visit [www.birdseye.com](http://www.birdseye.com).