

Tube Foods Help Moms Take Stress Out Of Packing School Lunches

(NAPSA)—A growing number of parents say they would like to pack it in when it comes to packing snacks and school lunches.

According to a recent survey, approximately three out of four moms say they feel it's a challenge to pack a lunch that's fun, convenient and nutritious that their kids will eat. The reason may be because moms are busier than ever.

In addition to working, running the household and shuttling kids from place to place, moms have to plan meals. On average, moms will pack more than 150 lunches per year, which requires a lot of time and creativity. Fortunately, tasty, convenient, grab-and-go foods provide an easy way to help families fuel up when eating on the run.

Barbara Albright, registered dietitian, parenting expert and author of numerous cookbooks including *Cooking with Regis and Kathie Lee*, knows what it's like to be a busy on-the-go mom and how important it is to make lunch packing and snacking simple.

"No matter who in the family is packing lunch, snacks need to be quick and convenient as well as easy and appealing for the child to eat. During the frenzy of getting ready for the school day, homework and extra-curricular activities, it is important to keep everything as simple as possible," Albright said. "By keeping easy, portable snacks on hand, anyone can pack hassle-free lunches and snacks."

ConAgra Foods has responded to this need for ease and convenience by creating a portable pudding that is available in supermarkets this fall.

Called Squeeze 'n Go™ Portable Pudding, it's the first-ever creamy, ready-to-eat pudding in a tube that does not require refrigeration or a



According to experts, snacks need to be convenient to pack as well as easy and fun to eat.

spoon. And, that's probably a good thing, since 95 percent of children say they're unable to refrigerate their lunches at school.

Pudding is recommended by the American Dietetic Association as a wholesome snack for kids. Squeeze 'n Go is made with real nonfat milk and is a good source of calcium with two tubes providing 10 percent of the daily recommended value of calcium. In addition, it's preservative-free and comes from a name moms know and love—Snack Pack®.

Albright offers these expert lunch packing and snacking tips to help moms take the stress out of packing school lunches:

- **Keep it Simple**—Shop for grab-and-go, prepackaged snacks that require little preparation such as portable puddings, baby carrots and dip or ready-to-eat tuna.

- **Just Say No to Dish Duty**—To avoid losing or having to wash dishes and utensils, wrap food in foil or plastic. Or look for snacks that do not require a spoon such as tube snacks.

- **Just Add Color**—Kids love colorful foods and packaging. Add colorful, healthy snacks to their lunches and they may be more likely to eat them.

According to Charlene Lee,

brand manager for the ConAgra Foods Pudding/Gels Unit, recent consumer trend reports show convenience is a major factor for moms when determining which foods to buy.

Said Lee, "Squeeze 'n Go is an answer for moms and kids everywhere. It's rich, creamy, wholesome pudding packaged in a fun, portable tube, making lunch packing and on-the-go snacking easier than ever." The perfect snack for anytime, anywhere—at home, at school, in the car—on the go!

The new product comes in the following varieties:

- **Chocolate**—90 calories, 3g of fat
- **Vanilla**—90 calories, 3g of fat
- **Chocolate Fudge and Chocolate Brownie Combo Pack**—100 calories, 3.5g of fat; 120 calories, 4.5g of fat
- **Creamy Strawberry and Banana Combo Pack**—90 calories, 3g of fat; 80 calories, 3g of fat

This portable product is offering on-the-go kids an opportunity to combine their enjoyment of snacking and skateboarding.

By logging on to www.squeezengo.com kids can enter for a chance to win a trip for four to Southern California—the birthplace of skateboarding—to meet skateboarding legend Tony Hawk.

Other prizes include a remote control Tony Hawk toy, the *Tony Hawk-Professional Skateboarder* biography book and Squeeze 'n Go Portable Pudding. The contest ends Dec. 31, 2002.

Contest rules are available on the Squeeze 'n Go Web site, along with dates for Hawk's Boom Boom HuckJam Tour and snack packing tips for parents from Barbara Albright.

To learn more about ConAgra Foods and its other products, visit www.conagrafoods.com.