

Convenient Choice For Carnivorous Cravings

(NAPSA)—Beyond the obvious staples of daily life, such as water, clothing and shelter, what's the one thing you can't live without?

That was the question recently asked of 3,000 consumers, and their responses might surprise you:

- 38 percent said the gym and/or exercise
- 28 percent said entertainment media such as iPods, magazines and television; and
- 15 percent said meat.

"There is no escaping the fact that Americans have an unabashed love of meat, and the poll results just reinforce that fact," said Tim Roush, vice president, *Hillshire Farm*. "In fact, nearly half (48 percent) of respondents said meat when asked what they consider essential to any meal, with 35 percent answering vegetables and 10 percent indicating pasta or potatoes."

The survey also uncovered that 83 percent of Americans eat meat three or more times a week. With *Hillshire Farm's* array of products such as *Deli Selects Lunchmeat*, *Smoked Sausages* and new *Entrée Salads*, there is a product available for all meat cravings at any time of the day.

With consumers finding themselves more and more pressed for time, it is no surprise that quick meals have become so popular.



A new line of entrée salads gives people the protein they crave, without cooking.

When asked how long they spend preparing and cooking meals, 38 percent said 30 minutes, 30 percent said one hour, 16 percent said under an hour and 8 percent said more than one hour (with another 8 percent indicating that they do not cook).

"Our new *Entrée Salads* are just right for today's busy consumer who loves to enjoy meat but doesn't always have the time to prepare a big meal," Roush continued.

For more information on *Hillshire Farm* products, log on to www.gomeat.com.