

Crack the Crunch at Christmas with Findus

Submitted by: Rose Reid Media

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Food prices have risen 8.3% since the beginning of the year*, so Findus has come up with some tasty recommendations on how to put on a party spread, healthy supper or relaxing dinner without breaking the bank.

Christmas can be such a hectic time and, with all eyes on the big day, it's a tall order to entertain from scratch every night – not to mention an expensive one - so Findus has come up with some indulgent ideas that will take mere minutes to cook.

Whether you want crunchy morsels for little fingers, satisfying nibbles for adults or delicious meals for all, Findus can help provide fabulous meals and snacks all for a reasonable price this Christmas.

Pizza Party Food

Findus French Bread Pizzas can be cooked straight from Frozen and cut into bite-size slices. Serve with salad and you've got a tasty buffet in seconds. You can choose from favourite toppings such as Cheese & Tomato, Ham & Pineapple or even Pepperoni Supreme – available in boxes of two.

All Wrapped Up

If you fancy something a bit more exotic to heat-up the party, why not give Findus's best-selling fajita wraps a whirl? Rather than worrying about assembling these satisfying snacks from scratch, just take from the freezer, pop into the microwave for three minutes and you've got Mexican magic on a plate.

With two delicious flavours to choose from – Chicken Fajita & Chilli Beef available in boxes of two – you are sure to satisfy even the most cosmopolitan of guests.

Crispy Treats for Kids

And we can't forget the kids, although they are bound to tuck into the pizza & wraps with gusto, why not save some for the adults by providing the younger guests with some Findus Crispy Bites?

Based on the nation's favourite Crispy Pancake, they are miniature morsels in flavours designed to appeal to little palettes. Baked instead of fried, for a lower fat content, Crispy Bites come in two flavours – Sausage & Baked Bean and Pepperoni & Mozzarella – and are sold in packs of 12.

The Nation's Favourite*

But when the partying gets too much, and you just want to sit down with a simple and tasty dinner in front of the television you should make sure the nation's favourite frozen meal* – Findus Beef Lasagne is sitting in your freezer.

Made with layers of fresh pasta and rich Bolognese with a creamy Béchamel sauce topped with cheese, it is a comforting dinner for one or a simple supper solution for the whole family.

Also in the Findus Frozen Pasta range is:

- Macaroni - made with fresh pasta, blended with Mozzarella & Cheddar cheese sauce
- Spaghetti Bolognese - fresh pasta with a rich minced beef Bolognese sauce
- Tagliatelle Carbonara - ribbons of fresh pasta in a rich Parmesan, Mascarpone, and Emmental cream sauce with smoked bacon

When its cold outside find warmth with Findus's traditional family favourites. Choose from comforting dishes such as Cottage Pie and Toad in the Hole .

Fishing for Simplicity

Fish is an excellent dish during the festive period. Findus has two tasty fish dishes in the Findus the Fisherman range in the form of Tuna Pasta Bake, fusilli pasta twists with flakes of tuna fish in a rich tomato sauce topped with creamy Béchamel and Cheddar cheese and a Fish Pie with chunky pieces of white fish in a creamy parsley sauce topped with mashed potato and Cheddar cheese.

Healthy Options

Healthy eating over the festive season and into the new year needn't be a chore with Findus; make it easy to eat right by always ensuring you have a selection of frozen vegetables in the freezer, with the fantastic new Create a Stir range.

Not only does it offer the ultimate in convenience but frozen food is just as nutritious as fresh and in some cases even more so. Over time, frozen foods, especially those with a high percentage of sensitive vitamins, are nutritionally more reliable than fresh. Tests have shown that frozen broccoli and carrots contain more vitamin C than their fresh equivalents.

Stir it Up

So make the most of your vegetable options by popping one or both of the Findus Create Stir varieties in your shopping trolley.

Choose from:

Classic: a crunchy combination of seasoned vegetables including Broccoli, Carrots, Baby Corn, Water Chestnuts and Spring Onions

Chinese: a combination of seasoned traditional Chinese vegetables including Water Chestnuts, Bean Sprouts and Chinese Mushrooms

And because it can be steamed, pan-fried, cooked in a wok or thrown into a stew or casserole, all you need to do is add tofu, chicken, fish - or anything else that takes your imagination - to rustle up a colourful, tasty and healthy dinner in a matter of minutes.

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Note to editors:

Findus products can be found in the frozen aisle of major supermarkets, convenience stores and independent retailers.

* TNS Worldpanel – 52 W/E 13th July 2008 Top 15 Ready Meal SKUs

MRSPs: (Manufacturers recommended selling price)

Findus French Bread Pizza - £1.49

Findus Wraps - £1.79

Findus Crispy Bites- £1.99

Findus 6 Crispy Pancakes - £1.99

Findus Frozen Pasta - £1.49 - £1.99

Create a Stir- £1.79

Findus Fish -£1.99

Findus Traditional -£1.99

Findus Curries -£1.99

Prices shown as at October 2008

The prices shown may vary between supermarkets/retailers. Special Offers and Promotions are often available at leading supermarkets/retailers.

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