



FROZEN FOOD – POSITIVE MEDIA

Here are just a few samples of recent articles in the media highlighting the benefits of frozen food to consumers:

The Mail on Sunday - 14 May 2008

"Cash-strapped shoppers bring frozen food in from the cold" [more](#)

The Grocer - 10 May 2008

"How the frozen aisle came in from the cold" [more](#)

Daily Telegraph - 28 April 2008

"Delia Effect strikes again as sales of convenience food soar" [more](#)

The Grocer - 26 April 2008

"Delia works wonders with recipes of the cheatin' kind" [more](#)

The Mail on Sunday - 20 April 2008

"Comeback for frozen food as squeeze hurts" [more](#)

The Sun - 18 April 2008

"Healthy Frozen and Canned Foods" [more](#)

Talking Retail.com - 16 April 2008

"Frozen Food to come back in fashion" [more](#)

Fabulous Magazine - 13 April 2008

Eat Write section - How fresh are frozen veg - and are they as good for me as fresh? [more](#)

TimesOnline - 4 April 2008

"Putting Delia Smith and frozen food to the test" [more](#)

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