



DEBUNKING FOOD MYTHS

This just in! Not everything you've heard about healthy eating is true. With more and more misinformation being spread about nutrition, it can be difficult to decide on how to create healthy meals for you family. At Knorr, we believe nutritious food doesn't have to be time-consuming or strenuous and certainly shouldn't require extensive research. Let's debunk some of these popular food myths and help you make healthier choices for you and your family.

THE MYTH
HEALTHY FOOD IS ONLY AVAILABLE AT HIGH-END RETAILERS.



THE FACT
Nutritious, shelf-stable vegetables are available everywhere, including dollar value chains.

THE MYTH
EATING HEALTHY IS EXPENSIVE



THE FACT
Planning meals ahead of time, buying in-season product and stocking up on canned veggies are healthy ways to save money.

THE MYTH
CANNED AND FROZEN FOODS ARE NOT AS HEALTHY AS FRESH FOODS.



THE FACT
Research shows many canned and frozen foods are just as, if not more, nutritious than fresh foods.

THE MYTH
COOKING HEALTHY TAKES A LOT OF TIME.



THE FACT
Shortcuts like using canned beans, pre-chopped or frozen veggies and ready-to-eat grains help you save time in the kitchen.

THE MYTH
YOU NEED COOKING SKILLS TO MAKE HEALTHY MEALS.



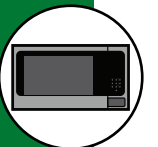
THE FACT
You don't have to be a gourmet chef to prepare nutritious meals, all our recipes are created with versatility in mind.

THE MYTH
TAKEOUT IS EASIER AND CHEAPER.



THE FACT
Cooking at home doesn't have to be labor intensive and can cost 3-5 times less than ordering takeout.

THE MYTH
MICROWAVING FOOD IS BAD.



THE FACT
The best cooking method is one that cooks quickly, like microwaving, to help retain food's nutrients.