

## UCook introduces frozen meal range for kids

Meal-kit delivery company UCook has launched a range of frozen meals designed for kids. UCook teamed up with Kath Megaw, a South African paediatric dietitian, to create the range.



Source: Supplied

The new frozen meals range currently comprises six meals and two pizza options, with options expected to be added. The meals are suitable for children from the toddler to pre-teen years.

UCook moved into the frozen meals category in October 2020 with a range of UCook Craft Meals, aimed at offering convenience to time-pressed customers. With this new expansion into the frozen kids category, UCook says it aims to make its customers' lives even easier.

Sarah Hewitt, head of new product development at UCook, comments, "Following the launch of our range of baby foods, and then the UCook Frozen Craft Meals range, it occurred to us that to best serve the needs of our primary consumer, we needed to provide a solution for family members of all ages. We're thrilled to work alongside Kath once again and bring these delicious meals to life as part of the UCook range of products."



Source: Supplied

Megaw explains that as the mother of an ex-fussy eater, she inherently understands the concerns that parents of picky or fussy eaters face. “Making sure that your child eats a balanced diet and consumes the required amount of fruits, vegetables, vitamins and minerals can be difficult and lead to stressful mealtimes,” says Megaw. “Now you can rest assured that your child is eating a healthy balanced meal, which means saving time on dinner-time battles and having to prepare a number of different options.”

## Hidden vegetables

'No-Nonsense Goodness' is UCook's promise to parents that their kids will get the benefits of nutritious ingredients crucial for development without compromising on the flavour they love. The UCook range has no added preservatives, sugars, sweeteners, artificial colourants or flavours and no added MSG.

Each meal has a blend of hidden vegetables, with some meals consisting of up to 74% fruits and vegetables. Each meal has an added bespoke Vitamin B pre-mix (B1, B2, B3, B6, B12 and Folic Acid) to boost the vitamin content.



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Megaw says that she's often asked about the freezing process and how it affects meals. "Blast freezing preserves all the nutrients in the meal until such time as you choose to heat it up. Following the correct reheating instructions on the pack will ensure that there is no mineral loss or diminishing of the delicious flavours."

The new UCook Kids Frozen range launches with the following meals: Mac & Cheese, Beef Lasagne, Beef Rump Bites & Root Veg Mash, Chicken & Broccoli Bake, Mushroom Bites & Root Veggie Mash, Spaghetti Bolognese, Double Cheese Mini Pizzas and Bacon and Cheese Mini Pizzas.

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