

Homestyle cooking conveniently Frozen for You

Karen Short, founder of established catering company By Word of Mouth, has developed a new range of convenient homestyle meals under the brand Frozen for You. Launched at the beginning of March, the new brand extension will address the culinary needs of busy South Africans who struggle to find the time to prepare quality, wholesome food at home.



The meals are ideal for taking on holidays, entertaining unexpected guests, celebrating an occasion, treating oneself at home or for those occasions when giving food is more practical than flowers. “We want to be there to take the stress out of cooking, saving our clients’ time as well as the costly exercise of buying all the ingredients and cooking meals from scratch,” says Adrian Short, CEO of By Word of Mouth.

As a new player in the retail space, Frozen for You says it’s focused on providing consumers with maximum convenience via their mobi site and online delivery service. “With a few simple clicks, we can deliver a variety of delicious homestyle meals directly from our kitchen to yours, filling up your freezer for weeks in advance, for just about any occasion,” says Karen.

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You might have heard the news, we've officially opened our flagship #FrozenForYou store in Dainfern Square. Here's a message from By Word of Mouth owner Karen Short. #BWOM #frozenforyou #qualityingredients #homestylemeal #delicious #convenient

A post shared by [Bywordofmouth](#) (@bywordofmouthsa) on Mar 1, 2018 at 6:58am PST

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Frozen fresh and preservative free

She explains that each product can be heated from frozen in its tray or container. Alternatively, meals can be defrosted, heated and served from an oven-proof dish.

A key differentiator, according to the company, is the use of "nature's pause button" to freeze time, ensuring that each meal prepared by the team is as fresh as the day it was made. "Our meals are 'frozen fresh' immediately after they have been assembled. Unlike refrigerated ready-to-heat meals, our dishes don't require added preservatives enabling them to stand in a fridge for days at a time. Nature's pause button ensures that the nutrient value and quality of our meals remain at their peak from the day of freezing," she adds.



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"The landscape across almost every sector of the country is evolving and consumer behaviour towards food is no exception. The culinary space needs to adapt to suit the demands of the increasing numbers of time-poor consumers who want quality home-cooked meals conveniently available to them and Frozen For You will endeavour to meet this demand more conveniently than ever," concludes Karen.

Frozen for You is available from Shop 54 Dainfern Square, Fourways, Johannesburg and via delivery to certain areas in Johannesburg from www.frozenforyou.co.za, with plans to expand the brand to Pretoria, Cape Town and Durban in the near future.