

Social Media Posts

2024-2025

AFFI AMERICAN
FROZEN FOOD
INSTITUTE

September

- **September is Family Meals Month!** Frozen foods make it quick and easy to create a nutritious and a delicious meal the whole family will love. An analysis of the best-selling frozen foods within the most popular categories reveals the daily values for total fat, saturated fat, cholesterol, and sodium are comparable to homemade items. Refer to frozenadvantage.org for analysis details.
- **September is National Fruits and Veggies Month!** Studies show that frozen fruits and vegetables are nutritionally equal to, and in some cases superior to, their not-frozen counterparts.
- **September is National Fruits and Veggies Month!** Fruits and vegetables are typically flash frozen just hours after harvest. Freezing then locks in the peak flavor and nutrition.
- **September is Healthy Aging Month.** Did you know that freezing foods stops them from aging? That's right. Freezing simply presses a pause button. Freezing locks in nutrition, flavor, texture and color—all the things we love about the foods we eat.
- **September 8th is National Ampersand Day!** Use & to put your favorites together. Frozen Fruits & Veggies! Frozen Meals & Snacks!

October

- **October is Vegetarian Month!** What a fantastic opportunity to try some new plant-forward meals. Check out your freezer section for a wide variety of plant-forward options from around the world.
- **October 4th is World Smile Day.** Frozen foods make it easy to save time—what better way to create smiles? When comparing best-selling frozen foods to homemade recipes, frozen foods require little to no preparation. Refer to frozenadvantage.org for analysis details.
- **October 4th is National Taco Day.** Your frozen aisle has all the fixings from protein options to frozen vegetables to add to your taco bar.
- **October 12th is National Farmers Day.** Thank a farmer today for providing delicious, nutritious foods, flash frozen at the peak of freshness, for you and your family to enjoy.
- **Happy Halloween!** Before the fun begins, serve up a quick and nutritious dinner by pairing a frozen entrée with a bagged salad.

November

- **November 6th is National Nacho Day!** What a delicious snack or meal that can be topped with some of your frozen favorites, including fruits (i.e. mango, pineapple), vegetables, favorite proteins and more.
- **Happy Thanksgiving!** Give thanks to your family and friends by celebrating together. Incorporating frozen side dishes into the menu will save time while adding variety to your table.
- **Did you know?** Freezing protects protein, vitamins A and D, and other nutrients in meat, seafood, and poultry; and preserves macro- and micronutrients in prepared foods.



December

- **The holidays are upon us!** Schedules are full and erratic; time is limited! Make sure your freezer is stocked with delicious frozen foods and meals. With limited prep, you'll have dinner on the table in no time!
- **Give yourself the gift of time this holiday season.** When comparing best-selling frozen foods to homemade recipes, frozen foods are comparable in price. Plus, they require little preparation time and have the same delicious taste. Refer to frozenadvantage.org for analysis details.
- **Did you know?** Freezing preserves the macro- and micronutrients in your favorite frozen entrée or side dish.

January

- **It's easy to celebrate National Sunday Supper Month with the frozen food aisle!** Turn to your favorite frozen entrees, sides and desserts to build a delicious meal for your Sunday gathering.
- **Don't miss out on National Soup Month.** Check out the frozen aisle for all your favorite soup ingredients washed and chopped, ready to go—proteins, grains, vegetables or ready-to-heat soup options! YUM.
- **Did you know?** Freezing captures foods at the peak of freshness, using state-of-the-art technology to lock in flavor and quality.
- **January 21–27 is National Healthy Weight Week.** Add frozen proteins, grains and produce to your meals to make them more satisfying, nutritious and delicious! When analyzing popular frozen foods and homemade recipes, frozen foods are comparable in calories, fat and sodium. See frozenadvantage.org for analysis details.
- **Happy New Year!** Start the year off prepared by filling your freezer with nutritious options from the frozen aisle—where you can find delicious produce, grains, proteins and entrees
- **January 16th is National Nothing Day!** What do you need to add to your frozen foods to make them better? NOTHING!

February

- **This National Heart Health Month, check out the freezer aisle for heart healthy entrees, fruits, and vegetables.** An analysis of the best-selling frozen foods within the most popular categories reveals the daily values for total fat, saturated fat, cholesterol, and sodium are comparable to homemade items. Refer to frozenadvantage.org for analysis details.
- **This Superbowl Sunday, enjoy the big game!** You can find all your favorite pre-game snacks in the frozen aisle!
- **February 9th is National Pizza Day!** You know where you can find the most pizza options? In the frozen aisle! Frozen pizza and homemade pizza are comparable in calories and total fat and frozen options take a fraction of the time to prepare!! Refer to frozenadvantage.org for analysis details.
- **February 13th is Galentine's Day!** Show your besties how much you love them. Save time and heat up your favorite frozen appetizers for a fun night!
- **Did you know that freezing food simply changes the temperature?** Cold air and tiny ice crystals help preserve texture, flavor and nutritional value in frozen foods.



March

- **March is #NationalFrozenFoodMonth!** Look at all the ways frozen food can make life better. Not only is it convenient, but it can also make life healthier, more nutritious, and more delicious.
- **It's #NationalFrozenFoodMonth and a great time to debunk some common misperceptions.** An analysis of the best-selling frozen foods within the most popular categories reveals the daily values for total fat, saturated fat, cholesterol, and sodium are comparable to homemade items. Refer to frozenadvantage.org for analysis details.
- **March 6th is National Frozen Food Day!** Celebrate all the delicious and nutritious foods (with endless global options available) that you can find in your freezer all year round.
- **This National Nutrition Month let's recognize how frozen food can help in your nutrition journey.** Freezing locks in nutrients at the peak of ripeness for fruits and vegetables; protects protein, vitamins A and D, and other nutrients in meat, seafood, and poultry; and preserves macro- and micronutrients in prepared foods.



April

- **This April 1st, we are not fooling when we say that freezing food is simply a change in temperature.** Cold air and tiny ice crystals help preserve the texture, flavor and nutritional value in frozen food.
- **Purchasing frozen food can significantly reduce food waste** thanks to single serving options, the ability to portion what's needed, and a longer shelf life.
- **Did you know?** When it comes to freezing, method matters. Individual Quick Freezing, or IQF, reduces the temperature of food to -20°F in a few minutes, creating the smallest ice crystals possible which protect the cellular structure of meats, fruits, vegetables and multi-ingredients meals to maintain quality.
- **April 22nd is Earth Day!** Reduce food loss and waste with frozen foods! More than 8 in 10 shoppers agree that buying frozen food helps them limit the amount of food wasted at home thanks to longer shelf life and ability to portion what they need.
- **Looking to go green?** Go frozen! Thanks to its longer shelf life and ability to portion when you need, frozen food prevents food waste. The average American household could save at least \$1,500 per year by eliminating food waste.

May

- **Mix up your salad with frozen foods during National Salad Month.** Pick your favorite frozen fruits, vegetables, grains and proteins to toss in your salad.
- **May is National Barbeque Month.** Cook out with your family this month! Check out the frozen aisle for your favorite frozen proteins to throw on the grill or smoker!
- **May 16th is National Pizza Party Day!** Save time and throw a party with your favorite frozen pizzas. Frozen pizza takes minutes to prepare and often costs about the same as homemade options! Refer to frozenadvantage.org for analysis details.
- **Did you know?** Freezing locks in nutrients at the peak of ripeness for fruits and vegetables; protects protein, vitamins A and D, and other nutrients in meat, seafood, and poultry; and preserves macro- and micronutrients in prepared food.

June

- **This June 4th, celebrate Shopping Cart Day** by filling yours with your favorite frozen foods and entrees! Tell us what they are!
- **June 20th is the First Day of Summer!** Stay cool with frozen foods—no need to spend hours in the kitchen. When comparing best-selling frozen foods to homemade recipes, frozen foods typically require little to no preparation, take less time to bake in the oven and can be cooked in the microwave in a matter of minutes. Refer to frozenadvantage.org for analysis details.
- **June 17th is National Eat Your Vegetables Day.** Did you know that freezing locks in nutrients at the peak of ripeness for fruits and vegetables?
- **Contrary to popular misconceptions, fresh produce is not nutritionally superior to frozen produce.** Studies of a variety of produce types show that frozen fruits and vegetables are nutritionally equal to, and in some cases superior to, their not-frozen counterpart.

July

- **July 14th is National Macaroni & Cheese Day.** An analysis of the best-selling frozen macaroni and cheese dishes reveals the daily values for total fat, saturated fat, cholesterol, and sodium are comparable to homemade items. Refer to frozenadvantage.org for analysis details.
- **July 26th is National All or Nothing Day.** Your meals do not have to be all or nothing when it comes to frozen foods. Combining frozen entrees with a salad is a delicious and nutritious meal in minutes!
- **July 29th is National Lasagna Day!** Celebrate with your favorite frozen lasagna. An analysis of the best-selling frozen lasagna dishes reveals the daily values for total fat, saturated fat, cholesterol, and sodium are comparable to homemade items. Refer to frozenadvantage.org for analysis details.

August

- **August is National Wellness Month!** Start with nutrition; start with frozen foods. There are so many nutritional pluses of freezing:
 - Freezing prevents post-harvest decline of nutrients in produce
 - Freezing protects protein, vitamins A and D, or other nutrients in meat, seafood, and poultry.
 - Freezing preserves the macro- and micronutrients in prepared foods.
 - Freezing locks in nutrients in the peak of ripeness of fruits and vegetables.
- **This Wellness Month, focus on mental health in addition to physical health.** Reduce stress and save time and energy with frozen foods — less time preparing foods in the kitchen, more time enjoying them with your family. Refer to frozenadvantage.org for analysis details.
- **Back to school?** Save time with frozen foods. Less prep time, more family time.

