



MealEasy(TM) Introduces Mobile Service Convenience to Its Subscribers, a High Tech Approach to Eating Healthy

Subscribers to MealEasy™ Meal Solutions, an advanced online meal planning service, can now check what's for dinner or view their grocery lists right from their handheld devices, helping to bring the values of home cooking and healthy eating closer to home.

Halifax, Nova Scotia ([PRWEB](#)) December 22, 2009 — Noviden Technologies Inc. is proud to announce the launch of mobile service for MealEasy™ Meal Solutions, <http://www.mealeasy.com>, an advanced online meal planning service to help people easily plan and prepare healthy, balanced meals.

“MealEasy Meal Solutions gets healthy food to families’ tables in the most practical and efficient way. Now with mobile devices, people can view their grocery lists while shopping or read cooking instructions in the kitchen,” said Brent Borovan, Managing Director of Noviden Technologies Inc. “Home cooking is really not that difficult. It’s what comes before, that is.”

MealEasy site takes all the guesswork out of planning, shopping and making delicious, healthy meals, most of which can be prepared in less than 30 minutes. As developers created the meal plans, they consulted dieticians and nutritionists to come up with more than 1,500 healthy and cost-effective menus.

When it comes to questions like “What’s for dinner?”, “What do we have in the fridge?”, “Do we have enough of it?” or “Do we have time to cook it?” those answers are immediately at hand with MealEasy. [Eating healthy](#) is no longer complicated, but convenient. An automated [meal plan](#) answers all of those questions.

Developers note that living in a fast paced world, poor food choices have more often become a way of life. They are also the leading cause of diseases, such as diabetes and heart disease, now reaching epidemic proportions. Information overload pertaining to unhealthy lifestyles offers little or no practical solutions to the dilemma. What was missing was a simple and practical solution to fit healthy home cooking into people’s daily routines.

MealEasy Meal Solutions brings the good values of home cooking and [eating healthy](#) into people’s homes again by making planning, shopping and preparation easy and convenient. In addition, three of MealEasy’s meal plans are suited to specific diets: the Heart Healthy Meal Plan, the Diabetic Meal Plan and Vegetarian Meal Plan, as well as the Balanced Healthy Meal Plan which offers good, healthy everyday menus for families. Another great benefit is the monetary reward. It’s easy to do the math and see how many thousands of dollars a year consumers can save by using MealEasy’s plans and cooking at home.

For \$19.95 a month, users are able to purchase a plan filled with easy-to-prepare meals designed to their personal preferences, complete with grocery lists of ingredients and preparation instructions. As a bonus, they will receive MealEasy’s Quick and Healthy Breakfast Recipes, Volume 1, a 50-page ebook with more than 45 recipes, as well as photographs and nutritional information, a value of \$23.95. Noviden is so sure consumers will be delighted with the site, that the company is offering a 30-day money back guarantee. To learn more, please visit <http://www.mealeasy.com>.



About Noviden Technologies Inc.

Noviden Technologies is a software development company located in Halifax, Nova Scotia, Canada. Its primary focus for the last five years has been the development of a unique on line meal planning software offering a logical alternative to time strapped, health conscious people with the desire to improve their lifestyles.

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