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Innovative Meal Planning Software Makes it Easy to Improve a Family's Quality of Life

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Nova Scotia, Canada / Feeling the effects of a crumbling economy and facing the dawn of a new decade, many people are reevaluating their priorities in life. More than financial or material goals, caring for family has moved to the top of the list. Such is the mission of an innovative new meal planning software developed by Noviden Technologies, Inc. According to the Canadian software development firm, the company's [MealEasy®](#) online meal planner focuses on more than just easy healthy meals; the software's real goal is to improve a family's quality of life.

MealEasy® focuses on the important question of "What's on your plate?" Not just the name of your dish, but what it is made of, how it was prepared, and perhaps most importantly, what did it really cost? It's that last question that Noviden Technologies, Inc. founder and CEO George Borovan says drives him to help people [achieve a healthier lifestyle](#).

"Cost isn't just measured in your grocery bill or your restaurant tab," says Borovan. "It's measured in the damaging health effects of the fast food or restaurant food that are such a big part of our culture. The 'real' cost of our food is one of the biggest health risks we face today."

Certainly, MealEasy's innovative software gives users the flexibility and control to design their own healthy meal plans. Customers input their portion, cuisine style, and health or allergy preferences and the intuitive program gives them a grocery list and photographed step by step preparation instructions to save them time and money. Recent Noviden studies say customers have saved up to 600% off of their food budgets, depending on their former, unhealthy eating habits.

"These old habits are the ones that we have to break because the food we eat directly affects our health, and to a large degree, it's one of the major factors that determine our quality of life," says Borovan. "This unhealthy lifestyle of fast food and restaurant excess is inevitably passed on to future generations, which means the wrong choices now could have far-reaching effects in the future. Yes, MealEasy® helps people eat much healthier, save money, and spend more time with their families, but its far-reaching benefits are immeasurable."

For more information on MealEasy®, please visit www.MealEasy.com

For more information on Noviden Technologies, Inc., please visit www.Noviden.com

About Noviden Technologies, Inc.: [Noviden Technologies](#), Inc., is a private software development company located in Halifax, Nova Scotia, Canada. Since its inception in 2005, the company has focused on creating the healthiest and most user-friendly meal planning solution available. The company maintains a state of the art development lab, its own custom designed test kitchen, administrative and conference facilities, and an onsite and offsite network and server infrastructure to support the development, maintenance, and high performance hosting of MealEasy.com.

About MealEasy®: [MealEasy®](#) is a first-class meal planning solution giving users step-by-step instructions on how to create easy healthy meals from scratch. Customers can choose between five healthy meal plans, depending upon their dietary needs and overall nutrition goals: the Balanced Meal Plan, the Vegetarian Meal Plan, the Heart Healthy Meal Plan, the Diabetic Meal Plan, and the Gluten Free Meal Plan. The innovative software walks customers through every step of the meal making process, even helping customers create a grocery list and saves money in the process. MealEasy® offers more than 1,500 quick and easy meals; most of which are ready in 30 minutes or less.

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