



Prepare To Eat Smart

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For Immediate Release

Noviden Technologies adds Dash of Tech to Eating Healthy

Halifax, NS – International software development firm, Noviden Technologies Inc. based in Halifax, Nova Scotia, Canada, is **making waves in the online delivery of customized meal planning solutions.**

After 8 years in business, Noviden continues to innovate and change lives as global consumers demand anytime-anywhere delivery of services. “Technology is changing how we live today and here at Noviden Technologies we play an important role in leading this generation of new websites that are not only **well crafted online products, but cater to a targeted group of consumers with very specific needs,**” explains CEO George Borovan.

Governments around the world are promoting the **benefits of healthy eating to reduce health costs and extend lives in health rather than illness.** Borovan and his team of highly trained web professionals are working with fitness and insurance companies, health professionals and wellness agencies to advance the concept of meal planning to reduce obesity rates, reconnect people with eating healthy meals together and save money and time by planning ahead.

Noviden’s flagship software, **MealEasy.com**, offers healthy, balanced meal options. For those with dietary restrictions, MealEasy specializes in customized meal planning, including diabetes, heart healthy, vegetarian, gluten-free and dairy-free. MealEasy focuses on portion control and balanced nutrition for a healthy lifestyle. Subscribers can eliminate unwanted ingredients due to taste preferences or allergies, and limit sugars, fats, meat, dairy or whichever specific ingredients are selected.

Members sign up for the interactive meal planning website and create a personal profile to customize their food choices. Each of the 2000 meals have been personally designed by Noviden’s Executive Chef Paul Routhier and scrutinized in our test kitchens to ensure the highest quality. The MealEasy.com website lists **nutritional facts** for each meal based on **USFDA guidelines**, including calories, fat, sodium and % daily value.

Automatically generated **grocery lists** are organized into sections for easy navigation at the grocery store and **YouTube videos** provide detailed instructions on how to prepare fresh, fast & easy meals. **MealEasy is a revolutionary way of getting and staying healthy without the yo-yo effect of unhealthy dieting.**

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