

MealEasy.com Announces Reverse Meal Planning to Stretch Budgets and Ease the Daily 6 o'clock Stress

Noviden Technologies is helping families to live better, longer lives by providing affordable healthy meal options to millions of Americans.

Halifax, Nova Scotia ([PRWEB](#)) August 21, 2013 -- For most households in America, there are often more meals to make than money can buy. Stretching dollars with [MealEasy](#) Reverse Meal Planning is a healthy habit to try.

Reverse Meal Planning stops food wastage! Using up that cauliflower that's been sitting in the fridge for a few days is easy with MealEasy. Simply enter the term "Cauliflower" into MealEasy's powerful recipe search engine, and then sit back and review all the recipe options instantly offered by the MealEasy meal planner.

Only those recipes that meet the nutritional needs of the family, based on each subscribers' personal profile settings, are generated to offer sensible and healthy choices. A [smart shopping list](#) of all the ingredients needed can be printed and taken to the store or viewed on a mobile device.

There's no doubt that meal planning is the best way to shave hundreds of dollars from monthly grocery bills and reduce the 6 o'clock stress. All it takes is a tablet or desktop computer, an internet connection and in 5 minutes a customized menu for the week will change a person's outlook on meal time from stressful to enjoyable.

No more episodes of "What's for dinner?" and going to the fridge to find wilted greens. MealEasy's Reverse Meal Planning will turn lonely vegetables into healthy meals in minutes!

Subscribers join MealEasy's interactive [meal planning website](#) and create a personal profile to customize their food choices. Unlimited access to all features and diets makes meal time easy and enjoyable.

Every MealEasy meal has a short prep time, and has been personally designed by Noviden's Executive Chef Paul Routhier and scrutinized in our test kitchens to ensure the highest quality. The MealEasy meal planner provides [nutritional facts](#) for each meal based on USFDA guidelines, including calories, fat, sodium and % daily value, and it allows members to exclude foods they don't like or are unable to eat due to dietary restrictions. Automatically generated grocery lists are organized by grocery aisle for easy navigation at the grocery store and [YouTube videos](#) provide detailed instructions on how to prepare fresh, fast and easy meals.

MealEasy is a revolutionary way to end the guessing game of "What's for supper?"



Contact Information

Pamela Lovelace

Noviden Technologies Inc.

<http://www.mealeasy.com>

902-425-6578

Online Web 2.0 Version

You can read the online version of this press release [here](#).