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## FOR IMMEDIATE RELEASE

# Chef offers families supermarket solution: Cut grocery bills by up to 600 percent

*An independent study by MealEasy®, a healthy meal plan provider, proves that shoppers can cut costs--and shed pounds--by following a simple, exciting meal plan.*

(PR NewsChannel) / January 5, 2011 / HALIFAX, Nova Scotia / An executive chef says he's found a way for families to avoid bank-busting grocery bills and even ditch excess weight in the process.

Chef Paul Routhier says an average family can save up to 600 percent on food bills by making fresh, healthy food at home instead of opting for pre-packaged and fast food, which is often devoid of nutritional value.

While skeptics might question the bold claim, Chef Paul believes that a long and disease-free life is attainable through sensible choices when it comes to meal planning.

"Quite literally, you are what you eat," says Chef Paul, who works with the innovative new meal-planning website MealEasy®.

"By waving goodbye to fast food or frozen meals and beginning to cook at home, we can help prevent the most common of health problems – including heart disease," he says. "The problem lies with convenience – most people are very busy these days, and think they don't have enough time in the day to **cook a nutritious meal.**"

Take lasagna, for example. An independent study conducted by MealEasy® shows that ordering a lasagna entree in a typical restaurant costs \$11.00, while making the dinner at home comes in at \$2.00 per person.

Chef Paul, along with a dedicated team of nutritionists, healthcare professionals and testing panels, have solved the problem that affects time-strapped people everywhere; they've created MealEasy®, an online meal-planning system that removes the hassles and stress often associated with preparing healthy and exciting food at home.

President and CEO George Borovan says his product stemmed from his passion for good health and long life.

"Throughout my life I've observed the increased demands of careers and family life and the demise of proper meal planning," he says. "Most people forget that the meal choices we make directly influence our health and wellbeing – not to mention the prevention and control of health problems."

George, along with his son Brent, created MealEasy® to allow anyone to plan weekly meals in as little as 15 minutes. Users set their food preferences and dietary requirements, and are presented with a list of meals. Upon selection, a grocery list is generated – allowing for quick and convenient shopping. But the guidance doesn't stop there; there are over 2000 meals with step-by-step instructions, along with nutritional information and presentation guidelines.

Chef Paul has personally created each dish himself.

"Our company headquarters contains a test kitchen in which I've dreamed up each and every meal," says Chef Paul. "It's taken over five years, but now we have a comprehensive catalog of meals, along with specialized meal plans for vegetarians and those following gluten-free and heart-healthy diets. **There's also a Diabetic diet and our Balanced diet plan, for those who want well-rounded, healthy meals!**"



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The website, [www.MealEasy.com](http://www.MealEasy.com), can be accessed from mobile devices, allowing users to view their grocery list online whilst in the store. The website is backed by a strong support network that handles customer relations quickly and efficiently.

"I'm so proud of what my team has created," says Borovan. "We're driven by the passion we have to help Canadians and people around the world take control of their health by making a simple and positive change."

For more information about MealEasy®, please visit [www.MealEasy.com](http://www.MealEasy.com).

Follow MealEasy® on Twitter at @mealeasy.

**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](http://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. MealEasy® is a registered trademark of Noviden Technologies, Inc.

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