



MealEasy.com Makes it Easy for People to Plan and Prepare Heart-Healthy Meals at Home

Heart-conscious Consumers Can Try the Service Free for 30 Days

HALIFAX, Nova Scotia — September, 2011 — Noviden Technologies, creators of the MealEasy® online meal-planning and management solution, today announced a suite of tools and recipes especially for people who are concerned about heart health, along with a 30-day free trial so that they can see how it works. The special trial offer is available now at www.MealEasy.com. The MealEasy heart-healthy meal-planning tools help people ward off heart disease – the most prominent cause of premature death in North America – by making it easier to plan and prepare flavorful meals at home that are low in fat, cholesterol, and sodium.

“Restaurant meals and processed foods are not only more expensive, but they often have extra sodium and/or fat to enhance flavor, so it’s usually much better to eat food you’ve made yourself,” said Noviden executive chef Paul Routhier. “But it can be tricky to make heart-healthy meals at home without a plan. MealEasy eliminates the guesswork with foolproof tools and recipes that were designed with fat, cholesterol, and sodium content in mind.”

At MealEasy.com, heart-conscious people can choose from more than 750 meals created especially for them. From there they can plan menus, print an automatically generated shopping list, get preparation instructions and tips, approximate costs, pair meals with wine, and more.

Chef Paul created, tested, and timed every heart-healthy recipe himself in the Noviden test kitchen after consulting a team of nutrition professionals about daily fat, cholesterol, and sodium limits.

“I designed meals that took the nutritionists’ expertise into account without compromising taste,” Chef Paul said. “By following the MealEasy heart-healthy plan, users can be sure they aren’t eating more fat, cholesterol, and sodium than they should, which can, in turn, help with weight management.”

MealEasy can also help make a healthy diet affordable. Members have reported that they’ve saved money at the grocery store by planning meals in advance and buying only what they need, and they spend far less money going out to eat.

More information about MealEasy heart-healthy meal management is available at www.MealEasy.com.

#

Follow Us:

Facebook: <http://www.facebook.com/mealeasy>

Twitter: <http://twitter.com/mealeasy>

YouTube: <http://www.youtube.com/mealeasy>

About Executive Chef Paul Routhier

Paul Routhier is an acclaimed chef with more than 20 years of culinary experience. His esteemed career includes stints as head chef at the critically acclaimed Citron in Toronto; head chef at Maple Canadian Bistro in Halifax; chef de cuisine at The Five Fishermen in Halifax; and sous-chef at Fid in Halifax. He's also cooked at Canoe, JOV, and The Town Grill in Toronto. Routhier has appeared on Breakfast Television and Food Network. He has a great grasp of nutritional needs, particularly for those with special diet considerations. Working from the Noviden test kitchen, Routhier creates unique, homemade meals that not only taste delicious, but are also healthy and easy to prepare. Routhier is a graduate of the culinary program at George Brown College and also has a degree in English literature.

About Noviden Technologies

Noviden Technologies exists to find ways to make healthy, quick, easy meal planning a reality for anyone. With MealEasy[®], Noviden's online meal-planning software, users can choose from thousands of healthy meal ideas to plan a week's worth of meals in as little as 15 minutes. MealEasy automatically compiles all the ingredients from the chosen meals and creates an organized grocery list, and provides step-by-step instructions on preparation and cooking. Started in 2005 by father and son George and Brent Borovan, the website offers a comprehensive and ever evolving catalog of meals, along with specialized meal plans for vegetarian, gluten-free, heart-healthy, and diabetic diets.

Noviden's Halifax, Nova Scotia, headquarters houses a state-of-the-art software-development lab, a custom-designed test kitchen, and network and server infrastructure to support development, maintenance, and high-performance hosting of the MealEasy website. Noviden also has a U.S. presence in San Clemente, Calif.

MealEasy can be found online at www.mealeasy.com