Things you’ll want to know about BIRDS EYE FOODS
What are Birds Eye Frosted Foods?

The finest FRESH ripe fruits and vegetables, the best cuts of meat, ocean-fresh fish and fine poultry brought to your table the year 'round in convenient, sanitary packages.

Why do you call them Birds Eye Frosted Foods?

Birdseye—The revolutionary process which makes them possible was developed by Clarence Birdseye, scientist and inventor. Frosted—To distinguish them from slow-frozen foods.

How do they differ from other frozen foods?

Birds Eye Frosted Foods have the looks, flavor, cooking and keeping qualities of the finest fresh foods. When defrosted they become fresh in every sense of the word—Because the unique Birds Eye quick-frosting process keeps Birds Eye Frosted Foods solidly frozen until they reach your kitchen.

What is this revolutionary process?

It has two essential features which distinguish it from other freezing methods: (1) The food is frosted in the package purchased by the consumer. (2) At North Pole temperatures, the filled package is frosted so rapidly that the looks, flavor, and structure of the food are unimpaired. The original freshness is sealed in and held unchanged.

How is this rapid frosting accomplished?

Small cartons solidly packed with food are carried on a moving belt into a frigid tunnel where the temperature is far, far below zero. Another belt presses down
on the cartons as they go through. Both are chilled so the cartons are frosted from the top and the bottom simultaneously. After a short time, depending on the thickness of the cartons of food—they pass out of the tunnel as hard, solid blocks.

**What happens to them after they have been frosted?**

They are never allowed to thaw in the slightest degree until they are delivered to you. Always at freezing temperatures, they are stored, shipped, and kept at the store where you buy them.

**Has anything been added to Birds Eye Frosted Foods to preserve them?**

Nothing at all. No preservative of any sort.

**Then why are the peas such a brilliant green color?**

Because they were this same brilliant green color when picked. Within a few short hours of the time they were growing on the vines they were shelled, washed, and quickly frosted by this method which allows no possibility of discoloration, age-toughening, or loss of flavor.

**Does this quick freezing change the flavor in any way?**

No. The flavor is sealed in and held without change. Machines for quick-frosting are set up at the source of the food so that it can be frosted immediately and the fine flavor retained.

Fish is frosted at the piers where the boats bring in their haul. Meat is cut, packaged, and frosted at once. Fruits and vegetables are cleaned, packaged,
and frosted within a few hours of the time they were picked. This is a wonderful advantage in freshness and flavor which cannot be duplicated in perishable foods which have to be shipped in from a distance or remain in a store several days before being sold. In other words, Birds Eye Frosted Foods are the finest quality to start with. They are quick-frosted when in absolutely finest condition, and their freshness and flavor is sealed in and held without change.

Are these foods as clean as they look?

Birds Eye Frosted Foods are the cleanest, most sanitary foods that can be purchased anywhere. After they are sealed into the spotless package in which they are purchased they are never touched by hands—never exposed.

I can see the advantage of being able to buy ripe fruits and vegetables but why should I use Birds Eye Meats?

Let us take steak, for example. How many homemakers can tell by looking at a steak whether or not it will be tender? When you order steak at your Birds Eye Frosted Food store you know before you order it that it will be prime, full-flavored, and tender. You don't have to go to the store yourself and attempt to pick out a good steak. You can telephone—or send a child—and never be disappointed. Uniform quality in meats is now guaranteed by a label.

I have tried frozen meats in the past and not found them always satisfactory.

That brings us back to the exclusive process which makes Birds Eye Frosted Foods different from all other frozen products. Slow-frozen meats undergo a
radical change in structure. Large crystals form which rupture the cell walls. When thawed the juices escape and carry with them much of the soluble protein and mineral matter on which nutrition and eating qualities of the meat depend. As already pointed out, the Birds Eye Quick-Frosting Process does not change the structure. Freezing takes place so rapidly that only microscopic frost crystals are formed which do not rupture the cell walls. This is easily demonstrated by allowing a piece of Birds Eye Frosted steak to defrost. There will be no more juice on the plate than you would get with a piece of fresh steak. Another essential difference is in the packaging. Meats are ordinarily frozen in the carcass, then sawed and trimmed. Birds Eye Frosted meats represent definite cuts, selected for uniformity, trimmed free of excess bone and fat, sealed in sanitary containers, and then frosted. This prevents all damage during storage and retail distribution, and keeps the sealed-in freshness, flavor and goodness intact.

Do Birds Eye Frosted Foods cost more than other foods?

Economy is one of the most attractive features of Birds Eye Frosted Foods. In making a comparison of prices it must be kept in mind that BirdsEye Frosted Foods are sold on a net weight basis. Everything you buy is usable—there is nothing that you pay for which does not reach the table. The meats are trimmed free of excess bone and fat. Skin and bones removed from fish. No entrails with poultry. No imperfect berries or wilted vegetables. No inedible hulls, stems or leaves. Compare the cost for each portion of Birds Eye Food with the cost of untrimmed foods as you usually buy them. When you buy Birds Eye Foods, you get what you pay for—and you pay only for what you get!
Is it true that these foods are in season all the year around?

Yes. Raspberries are in season in December as well as in July. Oysters may be eaten through the summer months with perfect safety. Fruits, fish, and vegetables are as available during the winter months as they are at the height of their season. Birds Eye Frosted Foods make it possible for the home-maker to get greater variety into her daily menu. These foods have banished all seasons.

How long will they keep?

Birds Eye Frosted Foods are so solidly frosted that each package is its own refrigerant. At ordinary room temperature defrosting takes from three to six hours. In a refrigerator they defrost over night. Once completely defrosted they return to their natural fresh state and should be handled exactly like fresh foods.

In other words, Birds Eye Foods keep longer than most fresh foods because they come to your kitchen in perfect condition and have the further advantage of additional time for defrosting.

Is it necessary to thaw these foods before cooking?

With only a few exceptions noted on the packages, Birds Eye Frosted Foods do not have to be defrosted before cooking. They are usually better when taken out of the package solidly frosted and put directly into the oven or kettle.

How long does it take to cook Birds Eye Frosted Foods?

In general, Birds Eye meats when frozen require about five minutes more cooking per pound than a
similar cut of fresh meat. This is because the meat must first defrost in the oven or kettle before it starts to cook. Frosted vegetables are not cooked any differently from fresh vegetables, but they cook in less time. On each carton is listed the time required for cooking vegetables. Read the directions and avoid over-cooking.

Do I have to use any new cooking methods?

No. Birds Eye Frosted Foods are cooked like fresh foods. No new recipes or methods are needed.

How do these foods save time and simplify home-making?

First, they save your shopping time. You waste no minutes discussing the quality of the meat, for instance. You do not have to wait while your selection is being cut, trimmed, and weighed.

All Birds Eye products are cut and trimmed and weighed before they are packaged and quick-frosted. You tell the clerk what you want; he takes it from the case and wraps it up.

Then they save a great deal of time in your kitchen. Each food is ready to cook or serve just as you take it from its sanitary package.

The peas are all shelled; the spinach is all washed; corn is cut from the cob; seafoods are cleaned and ready to cook; poultry is ready for the broiler, oven, or frying pan. Everything is scrupulously clean and edible. Preliminary preparation is completely eliminated. The drudgery of getting foods ready to cook is a thing of the past.

Birds Eye Foods also save time in cleaning up. There is no waste to go into the garbage can—only a neat carton to dispose of instead of the usual messy papers and bags.
Are Birds Eye Frosted Foods endorsed by leading food authorities?

Leading women’s magazines have published articles recommending these foods and praising their advantages of fresh flavor, uniform quality, economy, ease of preparation, convenience of purchase, and cleanliness. The famous Good Housekeeping Bureau, conducted by Good Housekeeping Magazine and food and health authorities everywhere wholeheartedly endorse these wholesome, sanitary foods.

Why should I buy Frosted Foods when I can get fresh foods?

You can, of course, get along without Birds Eye Frosted Foods just as you have in the past. And you could get along with candles instead of electric lights, wash tubs and scrub boards instead of your vacuum cleaner. You use these modern housekeeping aids because you live in a day and age when advantages once available only to a few are enjoyed by everyone.

No improvement in living holds more advantages for you than the revolutionary development which brings you Birds Eye Frosted Foods.

Birds Eye Frosted Foods cost no more than many so-called “fresh” foods of equal quality, and in many cases actually cost less. Compare the cost—not of what you pay for at the store, but what actually gets to your table, and you will find you can save money by adding Birds Eye Frosted Foods to your daily menu.

Fruits • Meats • Poultry
Vegetables • Seafoods

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