

T.G.I. FRiDAY'S® Frozen Foods Solves Freezer Aisle Frustration with New 'Entrées for One'

Survey Reveals Americans Caught in Mundane World of Everyday Frozen Food; T.G.I. FRiDAY'S Brand Infuses Fun of FRiDAY's into Freezers Across America with Nine New Flavorful Meals

PITTSBURGH--([BUSINESS WIRE](#))--Although frozen meals have come a long way since the first TV dinners and pot pies of the 1950s, a recent survey indicates that Americans are still hungering for more from their convenient cuisine. In an effort to end frozen meal mediocrity, T.G.I. FRiDAY'S® Frozen Foods has launched an anything-but-boring line of flavorful "Entrées for One" that combine restaurant quality with the convenience of a ready-made, individual frozen meal.

According to a survey conducted by Wakefield Research, 69 percent of Americans agree that today's frozen entrées are far from restaurant quality. And only 11 percent describe their frozen meal as flavorful, yet they admit to eating about 100 frozen meals each year.¹ The new line of T.G.I. FRiDAY'S "Entrées for One" solves frozen food boredom with nine new entrées inspired by the bold and fun flavors of the famed T.G.I. FRiDAY'S restaurants. From Sizzling Steak Fajitas to Cajun-Style Chicken Alfredo, the new varieties infuse a fresh new flavor into the frozen meal category.

"It's time to shake things up in the frozen food aisle and rethink the possibilities. Although frozen meals are designed to be quick and convenient solutions, it doesn't mean you have to settle for the same old boring, bland meal every time," said Michelle Fuscaldo, associate director for T.G.I. FRiDAY'S Frozen Foods. "With T.G.I. FRiDAY'S new line of frozen 'Entrées for One,' you can enjoy convenience, quality and exciting new flavors all at once – whether you need a quick weeknight meal or a jolt of unexpected flavor to get into that FRiDAY'S fun mood."

The new entrées include nine varieties in a host of standout flavors:

- **Sizzling Chicken Fajitas** – Grilled white meat chicken, seasoned strips of bell peppers and onions paired with a side of cheesy rice. Includes three flour tortillas.
- **Sizzling Steak Fajitas** – Seared beef steak, seasoned strips of bell peppers and onions paired with a side of cheesy rice. Includes three flour tortillas.
- **Grilled Chicken Mac & Cheese** – White meat chicken and cavatappi pasta in a classic American cheese sauce topped with Cheddar, Romano, Parmesan and Monterey Jack cheeses.
- **Prime Rib Stroganoff** – Prime Rib beef, whole grain curly pasta, mushrooms and onions tossed in a creamy rich brown sauce with black pepper.
- **Chicken & Broccoli Alfredo** – Grilled white meat chicken, broccoli florets and cavatappi pasta tossed in a Parmesan Alfredo sauce.
- **Loaded Chicken & Cheese** – Grilled white meat chicken, roasted potatoes, broccoli florets and red peppers tossed in a rich cheddar cheese sauce.
- **Cajun-Style Chicken Alfredo** – Blackened white meat chicken, ciufetti pasta, red peppers and green onions tossed in a creamy Cajun-style Alfredo sauce.
- **Sesame Orange Chicken** – Sesame-breaded white meat chicken, Asian-style vegetables and white rice tossed in a sweet orange sauce.
- **Creamy Chicken Pasta Carbonara** – Grilled white meat chicken, penne pasta, vegetables and crumbled bacon tossed in a creamy Carbonara sauce.

Packaging for the Future

The flavorful new FRiDAY'S frozen entrées are available in two formats – trays and bag meals – that are both ready in less than seven minutes. The bag meals feature a dual-prep function and can be conveniently steamed directly in the microwavable bag or cooked in a skillet for some extra sizzle. Plus, the Sizzling Fajitas come with flour tortillas packaged separately, allowing you to fill the tortillas with meat, veggies and cheesy rice – just like in the restaurant.

Designed with sustainability in mind, the entrées are efficiently packaged in either bags or trays that use minimal material and freezer space. Plus, the eco-friendly trays are composed of a hybrid material that uses 40 percent less plastic than traditional frozen tray meal formats.

How Fun is Your Freezer?

To show how the new FRiDAY'S flavors can transform any kitchen freezer into a hub of exciting, crave-able restaurant flavors, the brand is launching the FRiDAY's "Fun Freezer" Contest at www.facebook.com/TGIFridaysFreezer. The new Facebook contest challenges consumers to make their home freezers a bit more fun by decorating them with their own unique flair, uploading a photo, and entering to win a variety of fun prizes, including the grand prize of an ultimate home theatre makeover and a year's worth of "Entrées for One." Consumers can enter now through September 25, 2011. The top ten finalists will be selected and consumers will then vote for their favorite fun freezer.

Finding the New FRiDAY'S Frozen Flavors

The new frozen entrées complement a wide range of other flavorful entrée and snack options from T.G.I. FRiDAY'S brand and are available now at most major grocery and chain retailers nationwide for a suggested retail price of \$3.99. For more information about T.G.I. FRiDAY'S "Entrées for One," visit www.FridaysInYourFreezer.com or www.facebook.com/TGIFridaysFreezer.

¹ The T.G.I. Friday's Frozen Foods Survey was conducted by Wakefield Research (www.WakefieldResearch.com) among 1,000 American adults, ages 18 and older, between June 6th and June 13th, 2011, using telephone omnibus interviews. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18 and older.

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ABOUT T.G.I. FRiDAY'S T.G.I. Friday's offers a unique, casual experience delivering on its brand promise of "In Here it's ALWAYS Friday" melding authentic and imaginative American food, exciting and innovative drinks and a one of a kind service experience to provide liberation from the everyday – turning any day into a FRiDAY! It is also famous for its knowledgeable and charismatic bartenders, nearly 8,000 of whom compete annually for the title of the "Greatest T.G.I. Friday's Bartender in the World." As the original casual dining restaurant, Friday's delights guests in more than 900 restaurants across more than 60 countries around the globe. For more information, www.fridays.com.

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