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Freshway Foods introduces new Grab N Go salads

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Freshway Foods has launched new Grab N Go salad kits that feature ancient grains, colorful fruits



and vegetables, and premium ingredients.

Freshway's Grab N Go salad kits are designed to save foodservice and retail operators time and money, without sacrificing freshness, taste and quality. "Our Grab N Go salad kits contain all

ingredients to make eight complete convenience salads, with no additional cutting or cleaning required,” Chef Douglas Bond, new product development manager for Freshway Foods, said in a press release. “Simply assemble the components for fresh-made salads your customers will love.

“We approached development of these salads by first talking to our customers about what their consumers were asking for in a Grab N Go salad,” Bond said in the release. “We also conducted market research into ingredient and flavor trends. What we found over and over is that consumers are tired of the same old salads. They want variety and they want nutrient-dense options.”

With premium ingredients, like tart blueberries, tender couscous, sweet rainbow carrots and nutty quinoa, the new salads offer a more upscale experience for consumers. “Our new Grab N Go salad kits go beyond what has been traditionally available to consumers, and offer flavors and ingredients that are attractive to Millennials in search of adventure, as well as Baby Boomers looking for healthy convenience,” Bond said in the release.

Freshway's new salads:

- Spinach Mediterranean: Tender baby spinach with crunchy walnuts and traditional Mediterranean flavors of tomato, cucumber, black olives and feta cheese.
- Famous Chopped Salad: Crisp Romaine base with sweet tomatoes, savory red cabbage, green onions, blue cheese and bacon, and tender couscous.
- Fruity Grain & Garden Salad: Crisp Romaine base with quinoa, crisp celery, cucumber and red onions, sweet grapes, tart blueberries and Parmesan cheese.
- Colorful Grain & Garden: Tender baby spinach with quinoa, sweet apples, rainbow carrots, crisp celery and crunchy walnuts.

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