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## Ocean Mist Farms Season & Steam: A solution for the entire family

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Ocean Mist Farms, one of the leading growers and marketers of fresh artichokes in the U.S., has the

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perfect fresh solution for busy families this fall with five new additions to the award-winning microwavable cut vegetable product line, Season & Steam. The line includes 10 varieties that are sure to spice up dinner time, each with the same convenience, customizable seasoning and exclusive resealable bag technology shoppers already love.

The varieties include:

- \* Sweet Baby Broccoli
- \* Artichokes
- \* Whole Brussels Sprouts
- \* Brussels Sprouts Shreds
- \* Brussels Sprouts Halves
- \* Broccoli Florets – NEW!
- \* Floret Medley – NEW!
- \* Vegetable Medley – NEW!
- \* Cauliflower Florets – NEW!
- \* Cauliflower Rice – NEW!

“We’ve found busy families want Season & Steam because of the packaging technology that uniquely allows them to customize seasoning for their personal taste preferences and reseal the microwavable bag prior to cooking,” said Diana McClean, senior director of marketing at Ocean Mist Farms.

Per the FMI’s “Power of Produce 2021” study, value-added produce items have increased 8.1 percent to reach \$15.5 billion in sales, with an 11.4 percent increase for vegetables in 2020 vs. a year ago. More shoppers (37 percent) purchased value-added vegetables frequently or whenever available, and shopper expectations point to accelerated growth in the year to come.

### **Recipe Inspiration**

The Season & Steam line is completely customizable and includes endless ways to make a meal for everyone. In line with this thinking, Ocean Mist Farms has launched their fall “Meals in Minutes” campaign driving home this point with a variety of recipe options to choose from. In addition to this, Ocean Mist Farms provides shoppers with recipes and cooking class videos year-round at [www.oceanmist.com/season-steam-meal-inspiration](http://www.oceanmist.com/season-steam-meal-inspiration).

This is the only steam bag that gives the option to pre-season your vegetables, reseal and steam by microwave all within the same bag. This exclusive technology is available for artichokes, sweet baby broccoli, broccoli, cauliflower, vegetable medleys, and three Brussels sprouts items (SuperShreds SuperFood®, Quick Cook Sprouts® and Microwavable Wholes).

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Recipes are inspired by culinary flavors that can be found around the world, including:

- \* Teriyaki Salmon with Broccoli
- \* Lemon Parmesan Shrimp & Broccoli
- \* Mediterranean Inspired Cauliflower Rice Bowls
- \* Creamy Gouda Cauliflower Gratin

To learn more about Season & Steam, visit [www.oceanmist.com/products/season-steam](http://www.oceanmist.com/products/season-steam).

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