



- Advertisement -

**Green Giant heats up produce offerings with fall releases**

[Green Giant](#) announced several fall 2023 innovations, including the expansion of its popular Green Giant Restaurant Style sides and Green Giant Riced Veggies lines, along with an exciting new veggie-based release: Green Giant Dino Veggie Tots. In total, nine new products will be available in the freezer aisle at select grocers nationwide this month.

Veggie lovers and kids alike will love Green Giant Riced Veggies Rainbow Cauliflower. Green Giant Riced Veggies Rainbow Cauliflower is frozen rainbow riced cauliflower (made with riced purple, orange, green and white cauliflower) and is the latest addition to the brand's popular Riced Veggies line. It is available in two colorful varieties that microwave conveniently in the bag in minutes: Riced Rainbow Cauliflower and Riced Veggie Blends Creamy Alfredo made with Rainbow Cauliflower.

Green Giant Dino Veggie Tots are a dino-shaped way to eat veggies. Like all Green Giant innovations, vegetables are the first ingredient, with three varieties offered: Sweet Potato & Cauliflower, Broccoli & Cheese and Cauliflower. Each 10-ounce bag includes three fun shapes — Caulisaurus Rex, Broccliosaurus and Foot Fossil. The dino-shaped tots are perfect for air fryers and can be enjoyed from freezer to table in less than 10 minutes.

"The latest Green Giant introductions reinforce our commitment to innovation in this category," said Steven DeFrino, marketing director, frozen and vegetables, B&G Foods. "There is something for everyone — every age and every palate. We can't wait to help Americans put more veggies on their plates, in completely new ways, this fall."

Rounding out its new offerings, Green Giant Restaurant Style sides is expanding to include Roasted Root Vegetables with Garlic & Thyme and Asparagus, Roasted Red Potatoes & Onions with Sea Salt & Cracked Black Pepper. Inspired by popular restaurant side dishes, Green Giant Restaurant Style sides include premium vegetable cuts with savory, chef-created sauces. They are ready to sauté in the skillet or heat in the microwave for a quick & convenient side and provide a restaurant-like experience right at home.

[Print](#)