

Why Frozen?

Less preservatives. Unlike many of the processed foods that increasingly make up a major part of western diets, frozen food requires less preservatives. It is a wholly natural and simple process.

Freshness and nutrition. One of the main benefits of frozen food is that the freezing process is short, sharp and fast - especially with our blast freezers! Vegetables are usually frozen within hours of being harvested. This also means there is minimum attrition of vitamins and minerals so there is a definite nutritional benefit to frozen food.

No seasonal boundaries. As our palates are constantly being tempted to extend the range of foods we eat year round. We have grown used to eating what we want, whenever we want it. This is in part made better by freezing, because seasonal crops that are frozen during times when ripening is natural, tend to be better tasting, than those forced versions grown out of season.

Less wastage. Frozen food is easy to keep and easy to use. There's also so much less wastage. All our meals are perfectly portioned, and because they are so delicious nothing gets wasted.

Convenience. We all lead increasingly busy lives. So imagine having a real treat in the freezer so you can create a simply delicious meal while you put your feet up.