

Breakfast Lovers Rejoice Over Frozen Breakfast Items

According to Packaged Facts, the frozen breakfast food category catapulted in 2008 with growth of 5.1 percent over the previous year, helping to drive the overall frozen food sector while other food categories declined due to current economic conditions.

Capitalizing on that surge, Cedarlane Natural Foods Inc., Carson, Calif., launches a line of frozen breakfast items, including egg white omelettes and egg white breakfast burritos. Cedarlane claims the egg white breakfast items are the first such products in the frozen food category, and they represent the company's ongoing commitment to developing unique and healthy prepared meals.

Cedarlane Natural Foods Egg White Omelettes are all gluten-free, high in protein and low-glycemic. Varieties include: Spinach & Mushroom; Green Chile, Cheese & Ranchero Sauce; and Vegetable & Cheese with Turkey Bacon.

Joining the new omelette items are Cedarlane Natural

Foods Egg White Breakfast Burritos, offering a hearty, healthy and high-protein breakfast in two varieties:

Vegetable & Cheese and
Vegetable & Cheese with Turkey Bacon.

"We are thrilled to bring to market our new, first-of-its kind egg white breakfast items," says Robert Atallah, founder and president. "In keeping with our legacy of providing great-tasting natural food products, we created this breakfast line with our customers' health in mind."

Suggested retail price is \$3.99.



Category: New Food Products

Product Type: Packaged/Prepared Foods

Manufacturer: Cedarlane Natural Foods Inc.

Company Information

Website: www.cedarlanefoods.com