

Type: Copywriting (conversational-style)

Topic: Healthy Food Products

Audience: Health-Conscious Consumer

(NOTE: mockup only)

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## **The Cure For Your Veggie Blues** **Benefits of Fresh Kale – None of the Hassle!**

For many of us young professionals, the practical realities of our workweek greatly limit our ability to eat healthy meals. We may lack time necessary for traveling to a supermarket in search of fresh produce or cooking a complex meal. And even when we do accomplish these tasks successfully, we often fail to use these perishable items before they "go bad" in our refrigerators. During the winter months, you may even find yourself battling the elements to reach a grocery store, only to hit maximum frustration at the sight of withering vegetables in the produce aisle. This is why my new favorite product is Earthbound Farm's Organic Frozen Kale. Packaged in 10-ounce resealable bags, this product is the perfect solution to my winter vegetable blues.

Whether I am cooking a new dish or heating up leftovers, adding some leafy greens to my meal is now as easy as opening my freezer and reaching for the package. This product's whole-leaf kale is frozen at peak freshness with no added preservatives. Add to any soup, sauce, or stir-fry and receive all the nutritious benefits of fresh kale -- no washing or chopping necessary!

The secret is in the heat time. Add frozen kale only after all other ingredients have cooked thoroughly, and only the amount you plan to eat right away. Be mindful not to walk away from the stove either – the kale needs only one minute of heat before thawing. Once you can separate the leaves, remove from the burner quickly to preserve optimal taste and texture.

My meals are healthier, tastier, and easier thanks to this product. I can't imagine cooking through my busy workweek without it!