

Wise Company Reformulates Emergency Foods For Added Taste, Nutrition, No Transfats & Lower Sodium

SALT LAKE CITY, UT, July 9, 2013 /EINPresswire.com/ -- Wise Company reformulates recipes for its entree and breakfast items to remove transfats, lower sodium levels and significantly improve taste. Recipe changes have been implemented without diminishing the long-term storage life nor raising prices. New entree items also added.

In its ongoing effort to increase the quality, nutrition, and flavor of its popular line of dehydrated and [freeze dried emergency food](#) products, Wise Company announces it has reformulated recipes for all entree and breakfast items in order to remove transfats, lower sodium levels and significantly improve taste. The recipe changes have been implemented without diminishing the long-term storage life of its products nor raising prices.

Brian Neville, CEO of Wise Company, says the product reformulations and enhancements have been in development for 14 months and are now included in all Wise entrees and breakfast items.

All [emergency food](#) products from Wise are prepared in minutes by simply adding water; in fact, in most cases, the newly reformulated products rehydrate with even better consistency than its previous recipes. Says Neville, "We were surprised to find that in our pursuit of even healthier, long-term emergency entrees, we could also advance the rehydration process in addition to improving the taste, nutrition, color and texture. It was a win all across the board."

In addition to reformulating its existing entrees and breakfast items, Wise Company has added a number of new products like Loaded Baked Potato Casserole, Southwest Rice and Beans, Tomato Basil Soup with Pasta, Hearty Wholesome Eggs, Strawberry Crunch Granola and more.

"Delivering to the marketplace a complete range of tasty, ready-to-eat, long-term [food storage](#) entrees that also provide great nutrition with lower sodium and without transfats is a daunting



Shown here is the 60-entree package, which includes 2 servings per day (entrees only) for 1 adult for 1 month, or 4 adults for 1 week.

challenge," Neville adds. "But it is a challenge we welcome. Between the many thoughtful suggestions that stream in from our customers and the ongoing efforts of our staff, food scientists and chefs, we will continue to make sure our popular line of packaged food storage products exceed expectations."

Wise Company dehydrated food and freeze dried emergency entrées and breakfasts are packaged in durable pouches and then put into long lasting storage containers and grab-and-go kits. This innovative process helps to ensure safe delivery, maximum longevity, and ease of preparation.

Press Release courtesy of Online PR Media: <http://bit.ly/15uwuFB>

Aaron Jackson
Wise Company
801.639.0326
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/157946435>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.