

Prepare for Severe Fall Weather with 3 Essentials: Backup Food, Water, and Power

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As we transition from summer to winter, we see an uptick in severe weather, with early-season winter storm warnings and tornadic activity increasing through November. ReadyWise, the leader in Emergency Food Supplies, is here to help you prepare with backup power, food, and water.

Now is the time to stock up as early-season winter storms hit, like the one in Michigan last week, knocking out power for tens of thousands of residents. There was also already record-breaking snowfall in Wisconsin. ReadyWise is here to help your family prepare with low prices, so you feel confident that you can handle life's emergencies. ReadyWise food has an extended shelf life of up to 25-year shelf life. Store it away or use it as part of your daily food stock without worrying about expiration dates.

Here are the emergency items you should have on your checklist if a disaster strikes. ReadyWise has made it easy to prepare with backup food, water, and power in one place. They offer a [Generator and Solar Power Bundle](#) that will protect you against power outages with a compact and durable design to withstand turbulent weather like wind, snow, and rain. Readywise is your one-stop shop with several options for emergency food depending on your family size, caloric intake, and dietary restrictions. Their most convenient package option is their [4 Week Supply of Emergency Food](#) for one person at a great price.

If you want great options for emergency and everyday use, look no further than ReadyWise's new [#10 Cans](#). These cans come with single-ingredient items perfect for your pantry for cooking,

The advertisement features the ReadyWise logo at the top, which consists of a red hexagon with a white squirrel silhouette. Below the logo, the word "READYWISE" is written in large, bold, black capital letters. The main image shows a collection of emergency supplies on a dark background. On the left is a red and black multi-functional hand crank flashlight. Next to it is a red and black 64-piece survival backpack. In the center is a large red bag labeled "READYWISE EMERGENCY FOOD SUPPLY 60 SERVING READY GRAB BAG". To the right of the bag are two boxes of "READYWISE EMERGENCY FOOD SUPPLY 72 HOUR" and a black and white water filtration bottle. Arrows point from the text labels to the corresponding items: "64 PIECE SURVIVAL BACKPACK", "60-SERVING READY GRAB BAG", "WATER FILTRATION BOTTLE", "(2) 72 HOUR KITS", and "MULTI-FUNCTIONAL HAND CRANK FLASHLIGHT". Below the image, the text "Get Prepared with the Essentials" is written in white.

64 PIECE SURVIVAL BACKPACK

60-SERVING READY GRAB BAG

WATER FILTRATION BOTTLE

(2) 72 HOUR KITS

MULTI-FUNCTIONAL HAND CRANK FLASHLIGHT

READYWISE EMERGENCY FOOD SUPPLY 72 HOUR

READYWISE EMERGENCY FOOD SUPPLY 60 SERVING READY GRAB BAG

READYWISE EMERGENCY FOOD SUPPLY 72 HOUR

READYWISE

Get Prepared with the Essentials

baking, and adding to your meals. They have a #10 Can option for fruits, vegetables, meat, eggs, butter, pancakes, and more. Get stocked up for the holidays whether you need to shelter in place for a snowstorm or need ingredients for large holiday meals.

A critical part of your emergency checklist is a stable water supply meaning water filtration and storage. Often when tornadoes hit towns, they destroy crucial systems like power grids and water sanitation systems because of high wind power and flash flooding. Don't rely on others for the essentials to survive, and ensure you have clean water for drinking, cooking, and hygiene. The first 72 hours after a disaster are the most important for your survival because our surrounding environment is often the most dangerous. It is vital to have the essentials secured so that you can shelter in place or evacuate with the basics in hand. Conditions will often be difficult for utility workers directly after a disaster. It could be days, if not weeks before power restores to neighborhoods.

ReadyWise is there to help with any questions regarding what products might suit your requirements best. Talk with a friendly Product Specialist at 800-820-1329. Check out the emergency food calculator on their website to see how many serving sizes are suitable for your family. They also have a great video that goes over their most popular items to learn more about ReadyWise products as you build up various products for your stockpile.

About ReadyWise

Headquartered in Salt Lake City, Utah, ReadyWise is a provider of freeze-dried and dehydrated foods for emergency preparedness, everyday consumption, and outdoor activities. The Company was founded in 2008 and has over 175 employees. More information on ReadyWise can be found on the firm's website www.readywise.com.

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