



SEE A DIFFERENT SIDE OF COOKING:

TRANSFORM ANY KNORR® SIDE INTO A DELICIOUS MAIN DISH WITH JUST A HANDFUL OF FRESH INGREDIENTS

Create a family favorite each day of the week, using these tasty combinations to create delicious, simple to prepare, and nutritious meals your whole family will love!



CREAMY BRUSCHETTA CHICKEN

The popular bruschetta flavors of tomato and basil pair perfectly with chicken in this delicious creamy rice dish



SOUTHWESTERN CHICKEN

Any night of the week can now be a fiesta with Knorr® Rice Sides™ - Mexican Rice. Simply add lime, garlic, tomatoes, black beans and chicken



TUSCAN CHICKEN SKILLET

Your family will love the bright flavors of sun-dried tomatoes and mom will love the fresh ingredients like kale in this delicious adaption of a Tuscan Chicken dish



SALMON SCAMPI

Just a touch of garlic and fresh parsley transforms Knorr® Rice Sides™ - Herb & Butter into a delicious Scampi main dish that goes perfectly with salmon and green beans.



CASHEW CHICKEN STIR FRY

Soy sauce, ginger and garlic with some chicken, vegetables and cashews turns Knorr® Rice Sides™ - Chicken Flavor into an Asian meal that will become a new family favorite



VISIT KNORR.COM TO LEARN MORE AND DISCOVER OTHER DELICIOUS RECIPES



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{ REALITY }

We know that Americans are pressed for time now more than ever and are trying to get dinner on the table as quickly as possible with less ingredients and are therefore making fewer side dishes. In fact, one in five only spends 15 minutes or less² cooking or preparing dinner on an average weekday. In addition, 28% of Americans³ do not know how to cook, often leading to poor quality meals with almost 90% of Americans not getting enough vegetables each day⁴.

THE SOLUTION IS RECIPES USING KNORR® SIDES

SIMPLE PREP:

Knorr® Sides add the flavor to create a delicious and nutritious meal in just minutes that is fool-proof even for those who are trying to build kitchen confidence. All you need to do is add lean protein and vegetables.

NUTRITIOUS:

Knorr® Sides recipes can help create a balanced meal while helping to increase the intake of vegetables, providing many nutrients such as Vitamin C, Vitamin A, Potassium & Fiber. Each Knorr recipe provides at least 1/4-1/2 cup of vegetables with 3-4 ounces of lean protein per serving to make it a complete meal.

VERSATILE:

Knorr® Sides recipes are created to be adjustable, making substitutions easy such as changing up chicken for shrimp, swapping frozen or no salt added canned vegetables for fresh. The choice is up to you.

3 SIMPLE STEPS

1. PROTEIN



+

2. KNORR® SIDES



+

3. FRESH



=

MAIN MEAL



{ WHY TALK ABOUT THIS WITH YOUR CUSTOMERS? }

Cross promotion of Knorr® Sides with complementary foods like vegetables and protein can help drive sales at your store. And more importantly, can help inspire your customers to increase vegetables to their diet. Knorr® Sides provide inspiration to get people cooking, eating better and enjoying more time with family at meals.

REFERENCES:

1. Produce for Better Health Foundation, State of the Plate: 2015 Study on America's Consumption of Fruits & Vegetables http://www.pbhfoundation.org/pdfs/about/res/pbh_res/State_of_the_Plate_2015_WEB_Bookmarked.pdf
2. International Food Information Council Foundation, Food & Health Survey 2015. <http://www.foodinsight.org/sites/default/files/Food%20and%20Health%202015%20Health%20Professionals%20Webcast.pdf>
3. What's Keeping Americans out of Their Kitchens? National Survey Reveals the Top Excuses for Not Cooking, 2011. <http://www.marketwired.com/press-release/whats-keeping-americans-out-their-kitchens-national-survey-reveals-top-excuses-not-1558601.htm>
4. Scientific Report of the 2015 Dietary Guidelines Advisory Committee <http://www.health.gov/dietaryguidelines/2015-scientific-report/>
5. FMI Inaugural Report: The Power of Produce, 2015. <http://www.fmi.org/docs/default-source/document-share/popreport2015final.pdf?sfvrsn=2>