

## **Mott's Fruitsations\* Inspirations**

### ***Food Expert Shares her Tips for Busting Lunch Box Boredom***

Mississauga, Ontario, [September 22, 2008]: Nutritious meals fuel both the body and mind - so how do parents and kids break lunch box fatigue and embrace healthier eating habits?

According to Mott's Fruitsations Chief Inspiration Officer Theresa Albert, chef, author, nutritionist and Food Network TV host, the key to busting lunch box boredom is planning ahead.

"A packed lunch makes a lot of sense for nutritional and financial reasons – but a lot of people get into the brownbag rut of relying on the sandwich, granola bar, banana formula because they think an interesting lunch takes too much work," says Albert. "The good news is that by involving the whole family, planning ahead and creating a varied mix and match lunchtime pantry stocked with wholesome snacks, it's easy and convenient to create healthy, inspired lunches."

#### **Presentation, Presentation**

If your kids' backpack comes back with a bruised banana at the bottom – and a half eaten sandwich, Albert advises a menu and presentation overhaul.

"In any lunchroom you will see the dessert eaten first, the fruit thrown into the garbage and more talking than eating. Whether you are a kid or an adult, there is always room to jazz up lunch – and that makes it more fun to make and to eat," she says.

#### **Theresa Albert's Mott's Fruitsations Inspirational Tips:**

- Invest in a crinkle cutter to create wiggly shapes with carrots and other vegetables
  - Buy, wash and prepare the veggies on the same day you shop for them to save time and make life easier during the week
- Kids love to eat foods with dip –
  - Take that boring old leftover meat and shape them into French-fry shapes and add some ketchup or mustard to dip
  - Mott's Fruitsations makes a sweet, fruity dip for apple and pear wedges, cheese, ham or chicken strips
- Invest in waterproof markers or stickers and let kids decorate their water bottles, thermoses and lunch bags
- Start a family tradition of putting a secret note into Monday lunchboxes
- Stock up on different flavoured wraps and whole wheat mini sub buns – add dinner leftovers and you've got a quick, satisfying and attractive alternative to the usual sandwich that will please adults and kids alike
- As your family identifies lunchbox favourites – give them funny names, to make future meal planning more interesting

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- Make an apple a day even more fun and nutritious by letting kids choose a fruit of the day – either a fresh fruit in season, or their favourite delicious Mott's Fruitations fruit snack – where else can they taste a strawberry and kiwi all in one spoonful?
- Add a special treat every once in awhile – to celebrate the first day of school, Halloween, birthdays and especially, the last day of school!

**Lunchbox Inspiration Starts with Organization**

According to Albert, a grocery list, a well-stocked pantry and creating a lunch-making station within your kitchen is the best defence to bust lunch box boredom. Taking 15 minutes on the weekend to think through the week ahead to create a lunch and dinner meal plan will save time and reduce stress.

Get kids involved in helping to plan out meals on the family calendar – and place it on the fridge or a kitchen bulletin board in full view. Build family lunch-making into the after-dinner clean-up routine and put it on the chore/reward list for kids.

“Often kids will think it’s more fun to make your lunch than their own, so get the whole family involved in assembling meals for everyone – tag team it so that everyone shares the responsibility and you can alternate lunch making duties,” advises Albert.

“Build your meal plans first, and then write your grocery list, so you’ll have everything you need for the week ahead,” says Albert. Create a lunch-making station in your kitchen or in the pantry – this can be a couple of shelves, or a simple plastic bin, that contains all the lunchbox containers and bags and healthy on the go snacks, like Mott's Fruitations fruit snacks that come in a variety of delicious flavours that are portable and nutritious. (For ideas, see the Mott's Fruitations Lunchbox Inspirations Five Day Menu Planner attached.)

Packing a healthy, delicious lunch for you and your family promotes lifelong healthy habits, helps kids develop a more adventuresome attitude toward food and is an important act of self-care for everyone, says Albert.

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**About Canada Dry Mott's Inc.**

Canada Dry Mott's, is a leading beverage business marketing a wide range of soft drinks, juices, teas, mixers and other premium beverages throughout Canada. The company's portfolio includes Canada Dry, Mott's Clamato, Dr Pepper, Crush, Mott's Fruitations, Schweppes, Orangina, Mott's Garden Cocktail and Mr & Mrs T mixers among other brands. Based in Mississauga, Ontario, Canada Dry Mott's is a subsidiary of Dr Pepper Snapple (NYSE: DPS), one of the leading refreshment beverage businesses in North America. For more information, please visit <http://www.drpeppersnapple.com>.

For more information, or to arrange an interview, please contact:  
Andrea Cooper  
Strategic Objectives  
Tel: (416) 366-7735 or 1-866-366-7733  
Email: [acooper@strategicobjectives.com](mailto:acooper@strategicobjectives.com)

For more information about Canada Dry Mott's, please contact:  
Alison Bing  
Communications Manager  
Tel: (905) 755-3640  
Email: [alison.bing@dpsg.com](mailto:alison.bing@dpsg.com)

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