

New meal planning website launches just in time to help today's busy, health-conscious families and individuals to beat the odds when it comes to keeping their New Year's resolutions around eating healthier and getting organized

HALIFAX, Jan. 7 /CNW/ - For most people who made a New Year's resolution over the past couple of weeks the promise won't last until February, but for those looking to eat healthier and get organized a new online meal planning service is sure to boost the odds of success. What's more, it comes with the added bonus of great tasting meals, a simplified life, the feel-good reward of home cooking and the potential for cost savings.

MealEasy.com provides users with customized daily or weekly meal calendars, along with detailed recipes, nutritional information, photos and a grocery list.

The double entendre of the site's slogan "What's on your plate?" captures the key benefits of the service: helping people to manage the busy lives they lead and the quality of food they are eating. With the high value people place these days on healthy eating and quality family time, these benefits are more relevant than ever.

Already, people across North America are learning the benefits:

- "MealEasy helped us to get out of a major cooking rut by giving us delicious, healthy meal alternatives with the click of a mouse in just minutes." - Stacy Shedivy, Wisconsin
- "As a parent with very little time to prepare, and even less time to think of what we should be doing that week to put healthy meals on the table MealEasy is a simple and great way to get healthy and organized." - Christine Scott, Toronto, Ontario
- "MealEasy is a great concept that should help me out a ton. I love the heart healthy option and, of course, the automatic grocery list - that's my favorite part; it's so easy." - Loree Bowen, Orange County, Los Angeles

"MealEasy.com provides solutions to very real issues," says George Borovan, president of Noviden Technologies Inc, the Canadian-based company behind the project, adding it improves people's health through healthy eating; helps bring families closer together by returning to the traditional values of eating together at the dinner table; simplifies life through predictable planning and more structured grocery shopping; and, because it helps find a solution to eating out and buying convenience food, it yields significant cost savings.