

## Healthy meal planning program solves the puzzle of healthy eating

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NOVA SCOTIA, Canada / The excuses for not eating right are as common as they are transparent.

"I didn't have time.."

"It's too much work.."

"I don't know how to cook.."

Lines like these and their subsequent poor food choices have helped make fast food a billion-dollar industry, have been linked to nearly 90% of diseases, and have played a huge part in causing the current obesity epidemic throughout North America. Now, a healthy meal planning solution is changing all that. [MealEasy®](#) is rendering those old food choice excuses obsolete and making it easier than ever for everyday consumers to solve the puzzle of unhealthy eating for good, the company announced today.

For just 15 minutes a week, MealEasy's innovative healthy meal planner software provides affordable, intuitive and step-by-step instructions to help people with any schedule, budget or cooking knowledge eat healthy and improve their quality of life. Operating with a purpose of helping people make healthier and [smarter food decisions](#), MealEasy® has worked with countless consumers to help show them they can prepare healthy meals, even when they think they don't have the time, don't have the knowledge or don't have the money to do so.

### [Click To Watch MealEasy's Meal Planner Introductory Video](#)

"Eating whatever we like or whatever is convenient is a spontaneous choice and we don't usually make the best decisions in those cases," says George Borovan, the founder and CEO of MealEasy's parent company, Noviden Technologies, Inc. "We don't evaluate the long term health effects so it's a crap shoot or a gamble we take with our health. Though we know homemade food is the way to go, putting fresh and healthy food on the table requires expertise and time most people do not have so we fail. Simple as that."

That's where MealEasy comes in.

The healthy meal planning software takes the work out of the customer's hands to ensure the customer will eat healthy, tasty food that is designed not only for their nutrition goals, but also for any specific dietary needs and restrictions they may have. As an added benefit, Borovan says he regularly hears from satisfied clients who quickly see both MealEasy's [health benefits](#) and monetary savings, as they save upwards of hundreds of dollars a month by making their own meals and eschewing fast food options. Though identifying the cause of obesity and disease may be readily apparent, Borovan believes the solution is just even easier to embrace.

"The bottom line is we don't have any excuses anymore," says Borovan. "Now is the time to act. There is a solution and MealEasy makes it simple. Just take 15 minutes once a week to plan ahead for the week and it's all taken care of for you. Eating fresh, homemade food is the answer to curing or reversing disease, controlling obesity and improving our lifestyles so we live longer, more productive lives."

Borovan understands a good portion of those who need to eat healthier recognize the situation in which they find themselves and make an effort to prepare their own meals, but they ultimately give up because of time constraints or other frustrations. Obesity and healthy lifestyle awareness campaigns have helped spread the message of the importance behind making healthy food choices, and Borovan says he believes his MealEasy healthy meal planning solutions are precisely what are necessary to turn these healthy messages into actionable realities.

For more information about MealEasy®, please visit [www.MealEasy.com](http://www.MealEasy.com).

To view the MealEasy® Meal Planner introductory video, please visit <http://tinyurl.com/2538u67>.

**About Noviden Technologies, Inc.:** Noviden Technologies, Inc., is a private software development company located in Halifax, Nova Scotia, Canada. Since its inception in 2005, the company has focused on creating the healthiest and most user-friendly meal planning solution available. The company maintains a state of the art development lab, its own custom designed test kitchen, administrative and conference facilities, and an onsite and offsite network and server infrastructure to support the development, maintenance, and high performance hosting of MealEasy.com.

**About MealEasy®:** [MealEasy®](#) is a first-class meal planning solution giving users step-by-step instructions on how to create easy healthy meals from scratch. Customers can choose between five healthy meal plans, depending upon their dietary needs and overall nutrition goals: the Balanced Meal Plan, the Vegetarian Meal Plan, the Heart Healthy Meal Plan, the Diabetic Meal Plan, and the Gluten Free Meal Plan. The innovative software walks customers through every step of the meal making process, even helping customers create a grocery list and saves money in the process. MealEasy® offers more than 1,500 quick and easy meals; most of which are ready in 30 minutes or less. MealEasy® is a registered trademark of Noviden Technologies, Inc.

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