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For Immediate Release

Mountain House® Shakes up the Frozen-in-Time Convenience Meal Category with Simple Sensations™

New Line of Wholesome, Ready-to-Prepare Meal Pouches Hits Shelves This Spring

ALBANY, Ore.—May 1, 2019—Mountain House, makers of outdoor [Adventure Meals®](#) and leaders in the freeze-dried meal category, is bringing its decades of expertise to a broader group of consumers this April with the introduction of [Simple Sensations](#). Breaking the ice as the first true innovation in the convenience meal category since the advent of freezer meals in the 1950s, the just-add-water meals were developed to meet growing consumer demand for delicious portable options made with real, nutritious ingredients.

Mountain House makes each Simple Sensations meal from scratch, then uses a gentle freeze drying process to preserve freshness and lock in nutrients. Easy to pack, delicious, and with 10-18 grams of protein and fewer than 280 calories per serving, consumers can cook each meal in under 10 minutes by adding hot water directly to the pouch or quickly microwaving.

“For some people, the concept of freeze dried food brings visions of life on some futuristic planet,” said Bruce Bechtel, director of marketing for Mountain House. “In reality, the technology has an unrivaled ability to lock in delicious flavor and texture that rivals homemade meals, while also preserving nutrients in an easy-to-pack and prepare format that is lightyears ahead of other convenience options.”

Simple Sensations are available immediately in three savory varieties on [Amazon.com](#) and at select retailers throughout the U.S. for the suggested retail price of \$5.99 per meal.

Simple Sensations Varieties:

- **Chicken Fajita Bowl** – A classic combination of juicy chicken, black beans, corn, fire roasted potatoes and onions.
- **Italian Pepper Steak** – Tender strips of steak, long grain rice, tomatoes and bell peppers all cooked in a delicious, tangy vinaigrette.
- **Spicy Southwest Skillet** – Hearty potatoes, spicy shredded beef, black beans and veggies combine to make a filling breakfast, lunch or dinner.

About Mountain House®

Celebrating 50 years in 2019, Mountain House wrote the book on delicious, dependable and portable meals. The first choice for decades among backpackers, hikers, campers and now busy consumers, Mountain House Adventure Meals and Simple Sensations are prepared at our state-of-the-art freeze drying facility in Albany, Oregon. For more information and a complete list of products, visit www.mountainhouse.com and www.simplesensations.com.

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