



NEWS RELEASE

# Glad® Makes Serving Vegetables Easier With New SimplyCooking™ Microwave Steaming Bags

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NEW STAND-UP GLAD BAGS  
SPECIFICALLY DESIGNED FOR  
STEAMING VEGETABLES

OAKLAND, Calif., July 19, 2007 – People are not getting their vegetables and Glad wants to help. With 90 percent of Americans not eating their recommended amount of vegetables<sup>1</sup> and most needing to almost triple their intake to meet USDA dietary guidelines<sup>2</sup>, The Glad Products Company today introduces Glad® SimplyCooking™ Microwave Steaming Bags. The bags are specifically designed to steam vegetables in the microwave in a healthy, safe and convenient way.

Steamed vegetables, like those made in Glad ® SimplyCooking™ Microwave Steaming Bags, retain more nutrients as well as their natural flavors and colors than vegetables that are boiled. Vegetables turn out crisp, yet tender, and are ready in minutes without pots and pans.

Made with a proprietary technology that includes heat-resistant materials, Glad ® SimplyCooking™ Microwave Steaming Bags have a stand-up functionality that not only makes them easier to fill, season and serve, but allows for cooking with liquid seasonings or sauces. A venting mechanism regulates the steam level to consistently steam fresh or frozen vegetables in minutes, leaving them colorful, tender and more flavorful than boiling. The bags are also great for steaming seafood.

Delicious vegetables are three simple steps away:

- Fill: Open the bag and place pre-washed vegetables inside. No water is necessary.
- Seal: Press the zipper firmly closed to seal.
- Cook: Stand bag in microwave and follow the timetable on the bag and package that provides cooking times for a variety of vegetables and other foods. Wait 30 seconds before opening. Each bag can cook three to four servings of vegetables.

## Convenience

"Studies continue to show that despite understanding and awareness of the many inherent benefits of eating vegetables, consumption continues to be low," said Elizabeth Pivonka, president and CEO of Produce For Better Health. "And with consumers using convenience as a reason, Glad ® SimplyCooking™ Microwave Steaming Bags provide the perfect solution by making preparation quick, easy and delicious."

Glad ® SimplyCooking™ Microwave Steaming Bags not only provide moms with a convenient way to get flavorful vegetables on the dinner table more often, they also are a contemporary take on the traditional bagged lunch, enabling portability and easy preparation for a nutritious meal in minutes at work. In addition, the bags can also be used to store vegetables in the refrigerator before or after cooking.

"Our research indicates that the moms who have tried this product, love it," said Priscilla Tuan, marketing manager for Glad. "With fewer families sitting down at dinner tables where vegetables are served<sup>3</sup>, we believe Glad ® SimplyCooking™ Microwave Steaming Bags, because they make serving vegetables easier, can really help families get a nutritious and even tasty meal," she said.

## Availability and Price

Glad ® SimplyCooking™ Microwave Steaming Bags hit grocery and mass merchandise stores nationwide in July, available in 10-count packages at a suggested retail price of \$2.99. For more information, including suggested recipes, preparation tips and a demo video, visit [www.GLAD.com/simplycooking](http://www.GLAD.com/simplycooking).

## About The Glad Products Company

The Glad Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. In addition to Glad® Simply Cooking™ Microwave Steaming Bags, the Glad® lineup of products in the United States and Canada includes freezer, food storage and sandwich bags; food wraps; outdoor, indoor and recycling disposal bags; GladWare® containers and Ovenware; and Glad® ForceFlex® trash bags. Through its Glad to Help™ program, the

Glad Products Company is committed to helping make a positive difference in the community. Glad® products are developed and manufactured under a joint venture agreement between The Clorox Company, The Glad Products Company and The Procter & Gamble Company. For more go to [www.GLAD.com](http://www.GLAD.com).

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#### Footnotes

Centers for Disease Control and Prevention Study (2006)

Produce for Better Health State of the Plate Study (2005)

American Eating Trends (2006)