

TV DINNERS

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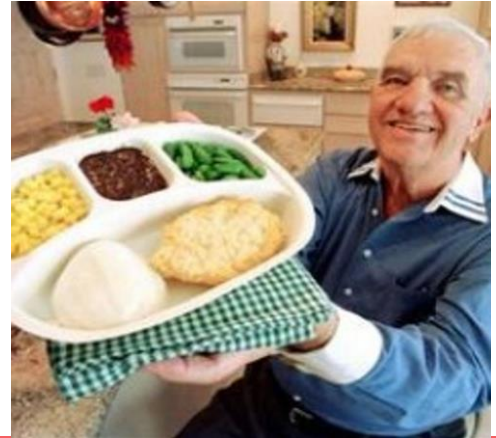
Tv dinners are frozen meals. They are pre-cooked, then frozen, and finally put into packaging, and sent to stores all across the world. The branding for TV dinners was eventually discontinued, but the meals still live today under the "Hungry Man" label. They also took out the original aluminum trays and replaced them with microwavable trays. Even at present time "Hungry Man" frozen dinners are a \$9 billion business in America, Adweek reported. The reason why the original company (Swanson Brothers) discontinued the amazing TV dinners was because they wanted to concentrate on the canned then frozen food industrie.



Although TV dinners are quick and easy to pop in the microwave and eat after a long hard day of work or school they are usually not the best for you. Most of the tv dinners are loaded with fat, sodium, and calories. A better choice would be to stick to a lighter version, such as: Lean Cuisine, Healthy Choice and Smart Ones. It is still not a guarantee that they will be the best for you. I would suggest to check the label if you really are craving a TV dinner, but I would probably just stick to a sandwich or soup.



So I have been talking and talking about TV dinners but I still have not talked about who invented this multi billion dollar invention. The credit for this invention has been split into three different people and corporations. Primarily the credit goes to Gerry Thomas, The Swanson brothers, and Maxson Food System Inc. Gerry Thomas who is usually credited as the main inventor (who was also a Swansons employee) states that he got the idea from the huge surplus of frozen turkey from the poor thanksgiving sales. So he thought that he could make some frozen dinners out of them and he did.



It was in 1954 when the concept of frozen dinners really took place. Swanson Brothers was already a really big brand that people knew and recognized so when they put it in stores of course people wanted to buy it. Swansons originally sold the TV dinners for 89 cents (now the standard TV dinner costs about \$4). The meal included turkey, gravy, cornbread dressing, and whipped sweet potatoes and peas. This sentence leads into the next thing I want to talk about: the variation of meal options. The turkey dinner is classic but there are many different types like: Fish 'n' Chips, Steak 'n' Taters, Banquet Macaroni & Cheese, and much more.



Some other inventions that have the same idea as tv dinners are instant ramen, frozen pizza, canned soup, and many others. In 1958, a man named Momofuku Ando invented instant ramen. Ando claims that he was struck by inspiration when he saw people huddled around ramen. With food shortage rampant, he thought noodles could cure world hunger so he made instant ramen. In the year 1950, a man named Joseph Bucci came up with the idea of frozen pizza. He made this invention to get around the problem of quick freezing dough so it could have the right texture when cooking. In 1897, a man named John T. Dorrance invented canned soup. This is a very good source of food when there is a natural disaster.

