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AS FOOD PRICES CONTINUE TO SOAR, AMERICAN FAMILIES CAN RELY ON THEIR FREEZERS FOR COST-EFFECTIVE MEAL PLANNING

New Frigidaire® Freezer Features Make it Easier to Stockpile Sale Items and Store Leftovers

Augusta, GA (July 8, 2008) – With [food prices increasing at the fastest pace in 17 years](#), more American families are preparing meals at home, using up leftovers and stocking up on sale food items. In fact, greater than half of financially challenged adults say they are utilizing all three of these meal-planning strategies more than they were one year ago¹, which means, they're probably relying on their [freezers](#) for food solutions.

Just as freezers are becoming more important to American families than ever before, Frigidaire is introducing a [new line of upright freezers with organizational features](#) that answer the demand for convenient, yet stylish kitchen appliances – perfect for the on-the-go mom or home entertainer. Take, for instance, this mother of five who relies on her freezer to help stockpile sale items that satisfy her large brood.

"I watch the inserts in my newspaper's weekly food section for the best deals. Sometimes I stock up on frozen pizzas, which slide nicely into the [new Frigidaire Pizza Shelf](#) where they can easily be accessed or surveyed for the next shopping trip," said [Laura Dellutri](#), also known as [The Healthy Housekeeper™](#). "Or, maybe lean ground beef catches my eye in the circular, and I spend the morning after my shopping trip seasoning, sautéing and storing enough for two month's worth of taco nights – my kids' favorite. After all, a [properly organized freezer](#) can save both money and time." Dellutri also offers imperative ice box information, including [tips](#) (link to tip sheet) and [recipes](#) on [Frigidaire.com](#).

Dellutri isn't the only mom looking to cut corners along with cost. Convenience is important as Americans are spending less time at home, leaving less time to plan dinner. In fact, according to an AC Nielsen survey, 60 percent of 18 to 44-year-olds say they are so busy during the day that making dinner needs to be easy – another way that the new Frigidaire upright freezer features can help.

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¹ [NPD Report "How Do Economically Challenging Times Affect In-Home Meal Strategies," April 9, 2008](#)

FRIGIDAIRE FREEZER FEATURES

The days of opening the freezer door and wincing when meat falls on a toe, or having a bulky appliance that looks like it belongs in the basement are over. [New Frigidaire upright freezers](#) have been re-engineered from the inside out, with some of the most advanced features on the market that allow for organization and style:

- **[Precision Set Controls™ and Alarm](#)**: On the exterior of the front door, Precision-Set controls provide digital temperature readout as well as alarm settings for power loss and door ajar situations so food safety can be determined at a glance. Should a power loss occur, a high-temperature duration alarm informs how long (past one hour) the freezer has maintained a temperature in excess of 23 degrees Fahrenheit.
- **[Soft Freeze Zone](#)**: This bin remains warmer than the freezer interior for convenient storage of soft-freeze items, such as ice cream, and also helps guard against ice crystals. Say goodbye to bent spoons!
- **[Pizza Shelf](#)**: Store and access several pizzas easily, while leaving room for the storage shelf/area below.
- **[Adjustable Shelf Bookend Organizers](#)**: Snap-on adjustable shelf organizer keeps boxes of favorite frozen items upright and within reach. Book-end shelf organizers maximize storage area by stowing frozen, boxed foods upright.
- **[Fully Extendable Sliding Baskets](#)**: Convenient sliding baskets provide for quick and easy access. No more digging through bags of frozen vegetables to find the perfect side dish. Lower baskets can now be smoothly drawn out to show their contents while remaining firmly attached to the inner cabinet via secured guides.
- **[Store-More™ Tilt-Out Wire Door Bins](#)**: The tilt-out wire bin construction stores small packages and optimizes visibility while the tilt-out feature provides easy access.

THINK OUTSIDE OF THE ICE BOX

When it comes to kitchen appliances, style is just as important as convenience, as parties tend to end up in the kitchen. “The [new Gallery Series uprights](#) answer the consumer need for organization, while being the appliance that hosts will want to show off during a dinner party,” said Marty O’Gorman, Vice President and General Manager of Freezers for Frigidaire. “The new upright freezers feature [Adjustable Shelf Bookend Organizers](#) that maximize storage and make food easy to see at a glance, while also exhibiting elegance with the new curved door design.”

In addition to purchase price (the new freezers range in price from \$399 to \$799), O’Gorman recommends considering style, food safety, convenience and economy. A complete [freezer buying guide](#) can be found at [Frigidaire.com](#).

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About [Frigidaire](#)

Since 1918, families have made Frigidaire a trusted name in home appliances. The brand heritage is rich with quality products and lifestyle-improving innovations. Today, more than ever, Frigidaire provides the pioneering features of tomorrow with an emphasis on quality, trust and service. Visit [www.frigidaire.com](#) for more information on Frigidaire products or to download high-resolution product photos.