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WHY THRIVE

CONVENIENT:

What would you do if you had an extra half hour every day? Find out with THRIVE—you'll spend less time preparing for meals and more time on the things that are important to you, from playing with your kids to picking up that book you've been dying to read.

Cooking with THRIVE means never having to do those dreaded kitchen tasks. Which one are you most excited to see go?

- Washing fruits and veggies
- Chopping, slicing, and dicing produce
- Peeling skins
- Removing fruit rinds, seeds, pits, etc.
- Thawing and browning meats
- Breaking and separating eggs

HEALTHY:

It's obvious that eating THRIVE is better for you than chowing down on processed or fast food. But have you thought about how THRIVE stacks up against the grocery store? THRIVE foods typically keep their fresh taste and nutrients better than their produce aisle counterparts, and they aren't full of harmful additives and preservatives. You can rest easy knowing that THRIVE is the healthy choice for your family.

COST-EFFICIENT:

How do you balance convenience, nutrition, and food quality without breaking the bank at the grocery store? It's easy with THRIVE. American households throw out a shocking 25% of their food on average—over 30 lbs a week! —and most of it comes from foods that spoil before they ever get to the plate. That's an average \$2,000 a year families fork out on food that never reaches the fork! Here's how you'll get some of that \$2,000 back with THRIVE:

- No more rotten food
- No more dealing with perishable foods that spoil, mold, or get freezer burn. THRIVE won't go bad on you in mere days—no returning from vacation to a fridge of stinky food.
- Pay for what's edible
- You only pay for the usable parts of the food with THRIVE; no paying by the pound for produce when part of it isn't edible!
- No excess
- No need to buy food and see the excess go to waste—just scoop out what you need, when you need it.
- Long shelf life. THRIVE foods have an extended shelf life of up to 25 years—even after opening most are good for 1–2 years!

TASTY:

The number one reason you'll never go back after trying THRIVE is its unbeatable taste—even fresh foods can't compare! THRIVE foods are freeze dried at their peak state to capture that fresh taste that grocery store produce has lost in its journey of several weeks and thousands of miles to the store. That makes for some big smiles at the dinner table.

QUALITY:

When you pick up a can of food at the store, do you know where it comes from, or what standards of quality it was held to? With THRIVE, you can. We painstakingly pick the very best products out there so you don't have to. You can be confident that every can contains only foods with the flavor, taste, color, and appearance that will create the best possible eating experience.

Picking the Best: There's a lot that goes into selecting new THRIVE products to make sure they're in keeping with our high expectations of quality. Look at some of the factors at play in selecting each new THRIVE food.

Taste & Appearance: Every new product goes through several phases of testing by our R&D department, culinary team, and outside groups to make sure it looks and tastes great.

Source: We won't accept products sourced from China, or anywhere else that we can't be sure of their high quality. We source our foods within the USA whenever possible!

Health: We make sure new products are non-GMO, have no MSG, and have no hydrogenated oils, preservatives, or artificial flavors or colors whenever possible.

LONG LASTING:

The beauty of THRIVE is that the delicious, healthy, and convenient foods you eat every day also last years on the shelf, so unlike with fresh, you can keep as much as you want on hand.

Complete Food Freedom: A pantry full of THRIVE gives you complete food freedom—you're not stuck making dinner with the five random ingredients that are left in your cupboard at the end of the week, or forced to go to the store if you want to make a certain recipe. Even unexpected events like injury or loss of a job won't affect your ability to put food on the table. With a good supply of all the foods you need right at your fingertips, you won't be dependent on anything, which means you'll be ready for everything.

VERSATILE:

Food should be made to fit your lifestyle—not the other way around. That's why THRIVE gives you the simple ingredients for you to make food exactly the way you want it. You don't even have to worry about what's in season! Our foods are made to go anywhere and do anything you can, so here are just a few of the many ways you can get creative in the kitchen with THRIVE.

- Snacking Made Easy
- Start Out Right with convenient breakfast foods
- Blend It In
- Better for Baby
- Outdoor Approved
- Crock Pot Cuisine
- Top It Off
- Wrap It Up
- Powder Power

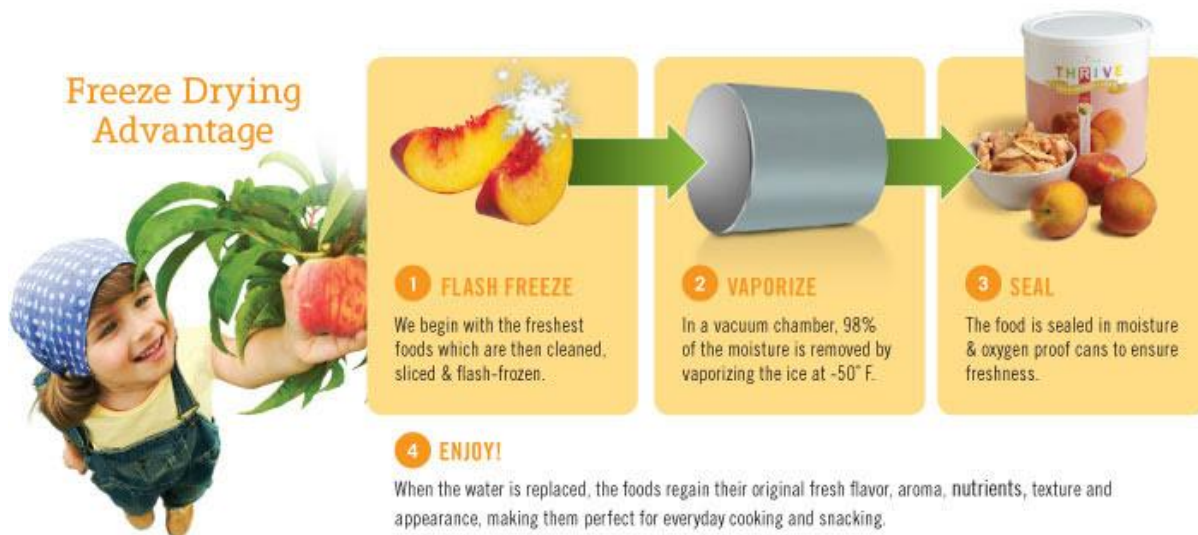
WHAT IS DEHYDRATION?

Dehydrating is a very old method of food preservation. Modern dehydration involves heating up the food by circulating warm air over it that is hot enough to remove the moisture but not hot enough to cook the food. This ends up with a shriveled and denser version of the original food (think of a raisin). When hydrated, they do not return fully to their original form, but will plump up as they accept moisture back in.

WHAT IS FREEZE-DRYING?

Freeze-drying is a process that allows food to be shelf stable while retaining the maximum amount of nutrients. Freeze dried foods retain their original color, form, size, taste and texture. The freeze-drying process has four steps:

- 1. FLASH FREEZE:** Foods are flash-frozen. Unlike some grocery store foods that have been sitting on trucks for weeks, Thrive begins with the freshest foods when flash-freezing.
- 2. VAPORIZE:** In a vacuum chamber, 98% of the moisture is removed by vaporizing the ice at -50 degrees. Removing the moisture is what allows the foods to stay good for a long time in your cans.
- 3. SEAL:** The food is sealed in moisture and oxygen proof cans to ensure freshness.
- 4. ENJOY:** When the water is replaced, the foods regain their original fresh flavor, aroma, nutrients, texture and appearance, making them perfect for everyday cooking and snacking.



FREEZE-DRIED VS. DEHYDRATED

Moisture Content:

Freeze-Dried = lower (1-2% retained)
Dehydrated = higher (5-10% retained)

Shelf Life:

Freeze-Dried = longer
Dehydrated = shorter

Weight:

Freeze-Dried = lighter
Dehydrated = heavier

Storage Needed/Fresh Equivalent:

Freeze-Dried = bigger
Dehydrated = smaller

Nutrients Retained:

Freeze-Dried = more
Dehydrated = less

Preservatives Added (on average):

Freeze-Dried = no
Dehydrated = yes

Natural Shape and Size Recovered After Hydration:

Freeze-Dried = yes
Dehydrated = no

Ease of Preparation/Cooking:

Freeze-Dried = fast, easy, pre-cooked
Dehydrated = slower, more water, often needs to be cooked

Uses:

Freeze Dried = Stir fries, omelets, fresh
Dehydrated = soups, stews, casseroles

Cost:

Freeze Dried = more expensive
Dehydrated = less expensive

FREEZE-DRIED	DEHYDRATED
	
Freeze-Dried Bell Peppers	Dehydrated Bell Peppers
Moisture Content:	
Lower (1-2% retained)	Higher (5-10% retained)
Shelf Life:	
Longer	Shorter (more moisture)
Weight:	
Lighter	Heavier
Storage Space per Fresh Equivalent:	
Bigger	Smaller
Nutrients Retained:	
More	Less
Preservatives Added:	
Usually none	Usually some
Natural Size and Shape Recovered:	
Yes	No
Ease of Preparation/Cooking:	
Fast, easy, pre-cooked	Slower, more water, often needs to be cooked
Uses:	
Stir fries, omelets, fresh	Soups, stews, casseroles
Cost:	
More Expensive	Less expensive

FREEZE-DRIED FRUITS

With freeze-dried fruits you eliminate steps like washing, removing fruit rinds, seeds, and pits and they are always ripe and ready to eat. Here are some ways to use freeze-dried fruits in your everyday cooking:

SNACKING:

You can just eat Thrive fruit straight out of the can. Kids eat them instead of fruit snacks, and they are a much healthier snack.

BAKING:

Adding freeze-dried fruits to baking is so easy. You can add them to muffins, pies and more. Often if the batter is already a wet consistency you can just toss the fruit right in. Sometimes you'll need to re-hydrate them ahead of time. Try adding freeze-dried fruits to this [Blackberry Pie](#) or this [4th of July Patriotic Jello](#).

FROSTING:

Adding crushed freeze-dried fruits to frosting is a great way to flavor AND color it. When you try to color frosting with fresh fruit the liquid messes up the consistency of the frosting. With all the harmful ingredients found in dyes having a natural option is great.

CEREALS:

Try adding some of your freeze-dried fruits to oatmeal, cereals, pancakes or any other breakfast foods. Most of the time you can just add the fruit dry and let the liquid of the cereals hydrate the fruits.

SYRUPS/JAMS:

Freeze-dried fruit is great for making syrups and jams. When you get to the bottom of your number 10 can, and you have some freeze dried fruit powder, consider using it to make your own quick jams like [this](#). Or you can make glazes like this [Apricot Glaze](#). The nice thing about that is that you can use just as much as you need and you don't have to have any waste.

SALAD DRESSINGS:

Freeze-dried fruits work really well even in salad dressings. They are really nice to have when you aren't looking to buy certain fruits out of season like raspberries. To see how to use it in a salad dressing, scroll down on this great post about [Using your Food Storage](#).

SMOOTHIES:

One of the most popular ways to use freeze-dried fruit is in smoothies. It's fun to add a whole assortment of fruits to any smoothie and because they are dry, you can use ice as the liquid and make them nice and cold without having the water from the fruit as well. This makes a thicker smoothie. For a chart on how to use freeze-dried fruits in green smoothies [click here](#).

FREEZE-DRIED VEGETABLES

Freeze-dried veggies make so much of our cooking a lot easier. By eliminating chopping, slicing, and dicing we save time in the kitchen. There are a lot of times we save money by using freeze-dried vegetables because we aren't wasting anything.

SNACKING:

Some veggies are great to snack on straight out of the can. [Corn](#) is a favorite among both kids and grown-ups. It tastes a little bit like popcorn without all the added butter and salt.

SOUPS/STEWES:

Freeze-dried veggies are perfect in soups and stews where they will just re-hydrate while the soup cooks. You don't have to purchase and chop up individual items.

BABY FOOD:

Freeze-dried veggies are great for making homemade baby food. You simply grind up your selected vegetable in a food processor and add water until you get the desired consistency.

POTATO DISHES:

Do you love eating potatoes but hate peeling, dicing, boiling, mashing them, etc? With freeze dried potatoes you can make hash browns, potato salad, [funeral potatoes](#), or even mashed potatoes in just a few minutes. Perfect for a last-minute pot luck side dish.

GREEN SMOOTHIES:

If you love making smoothies and want some added nutrition, you can throw in some green veggies along with your fruit to make your smoothies even healthier. Our favorite is freeze-dried [spinach](#) because spinach spoils so quickly.

SIDE DISHES:

Most people don't realize that you can cook up freeze-dried vegetables and flavor them just like you would regular veggies and use them as a side dish.

SNEAKY POWDERS:

If you have [picky eaters](#) you may find it hard to get them to eat vegetables. If you stick vegetables in a food processor you can make a nutrient-dense powder that can be sprinkled into lots of main dishes, especially ones with a lot of color and flavor.

TIME SAVERS:

Any vegetable that needs to be peeled and/or chopped can be replaced with a freeze-dried vegetable and be a huge time-saver. Some favorites are [onions](#), [celery](#), and [peppers](#).

MONEY SAVERS:

Have you ever bought a whole green pepper when you just needed half of one for a recipe? Or had a bunch of celery go bad after you only used 2-3 stalks? With freeze-dried vegetables, you can use ONLY what you need to for a recipe.

FREEZE-DRIED MEATS

Freeze-Dried meats are a great addition to anyone's pantry and/or food storage. No chopping, thawing, cooking, etc. required. Meats tend to be a bigger investment and aren't cheaper to use on a pound for pound basis if you are comparing them against grocery store meat. However, a significant cost-savings can be had if you avoid going out to a restaurant because you can make a quick easy meal at home or use a "[Meal-in-a-Jar](#)" you have on hand. It's also helpful to practice using the meats so you will know what works and doesn't work in an emergency.

Read on about how you can use freeze-dried meats in your everyday cooking:

TOSS IT IN:

Any type of soup, stew, or sauce has enough liquid to reconstitute your meats within a few minutes. No need to hydrate them first. It is so easy and can add bulk and calories to any meal.

BULK IT UP:

Many just-add-water meals tend to be vegetarian in order to keep the price down. There are a lot of bean and rice meals, soups, etc. that hover around 200-300 calories per serving. If you have a lot of those type of meals in your storage, adding some freeze-dried meat can be a great supplement. You would want to re-hydrate them in hot water, and then add them in just as your meal is almost finished cooking.

WRAP IT:

Don't have time to prepare some chicken for a quick enchilada or quesadilla? No problem! Add freeze-dried chicken and you can add some protein to your dish in about 5 minutes. Dinner is fast and easy and you are practicing with (and rotating) your food storage.

TOP IT:

Pizza is a family favorite among many families. Freeze-dried chicken, beef, or sausage are all great pizza toppings to add some variety to your pizza. This is super convenient and fast.

EXTEND IT:

If you are running short on meat in your freezer/fridge, or you are worried about trying things with just freeze-dried meat, it is so easy to mix it half and half. It can be used for tacos, sloppy joes, etc. and no one will even know it wasn't 100% fresh meat.

EAT IT DRY:

This may sound a little odd, but freeze-dried sausage crumbles dry can be delicious as a crunchy topping for a salad. Think bacon bits but better.

6 WAYS TO USE POWDERED MILK

Powdered milk is a product that a lot of people aren't quite sure how to use. There are two types of powdered milk, instant and regular. Today's lesson will show you 6 fail proof ways to use [Thrive Milk](#) in your cooking.

1. Hide it in a milk jug: If you run out of milk and don't want to make a midnight shopping run, you can always rinse out the milk jug and then fill it with powdered milk. If you are worried about your family noticing, you can try this when the jug is only half empty. It works like a charm. To make the milk taste even better, consider adding 1 tsp of vanilla and a tablespoon of white sugar into the gallon and cool it well before drinking.

2. Use as a milk substitution in baking: Any recipe that calls for milk can EASILY use powdered milk instead. Any brand or type of milk will work just fine. Just make sure you read your specific label to make sure you use the right amount of powder for however much milk you need. You don't need to mix the milk and water first. Simply add the powder to your dry ingredients and the necessary amount of water to your wet ingredients. Works like a charm and is great to help with rotation.

3. Homemade buttermilk: To make a simple buttermilk, add 1 T. lemon juice or vinegar to 1 cup of milk. Stir and let stand for about 1 minute. We've used this with great success in [Buttermilk Cornbread](#), [Buttermilk Pancakes](#), and [Buttermilk Biscuits](#). Give it a try in your favorite recipe that calls for buttermilk.

4. Homemade evaporated milk Evaporated milk has a relatively short shelf life, so if you can just use your regular powdered milk instead of having to store this as well, it can be a good space and cost-savings. To make evaporated milk mix 1 1/2 cups of water with a heaping 1/2 cup of instant milk. Blend very well in a blender. This will be equivalent to about a 12 oz can. Here are a few recipes we like that you can try it with: [Homemade Mac n Cheese](#) or [Swedish Beef and Rice](#).

5. Homemade sweetened condensed milk: Sweetened condensed milk can be pricey but it is delicious in many desserts. To make your own 14 oz jar similar to a can of Eagle Sweetened Condensed Milk, simply mix 1/2 cup hot water, 1 cup powdered milk, 1 cup sugar, and 1 T. melted butter very well in a blender. It tends to make a little more than 14 oz so you may want to measure it for your specific recipe. In a [Super Cherry Pie](#) recipe the version made with powdered milk actually won in a side by side taste test at a Christmas event.

6. Homemade ricotta cheese: Have you ever wanted to make a recipe and then realized you didn't have any ricotta cheese on hand? It is very easy to make your own ricotta using powdered milk. It turns out nice and creamy, it may not be a true ricotta but it works great as a substitution. The instructions are a bit long so make sure to check out the full tutorial on [How to Make Ricotta Cheese](#).

BEST WAYS TO BUY THRIVE

GOOD:

Make a one-time order

By being on our customer list you can always place a one-time order and save 10-30% off of retail pricing. You can order anything you want using our [special link](#) or by simply logging in to your account. If you want to get the best deals we encourage you to check out our [Unadvertised Specials](#) as well as the regular [Monthly Specials](#) we share at the beginning of each month.

BETTER:

Start your very own Q

What is the Q? The [Thrive Q](#) is a monthly shipment of Thrive foods sent directly to your doorstep each month. You decide the budget. You choose what you want delivered. It's that easy. Start your Q with the [Taste of Thrive](#). It will give you an assortment of the most popular Thrive foods with great recipes and instructions on how to use them. After that we recommend placing the monthly specials on your Q each month. That way you know you are always getting the best prices on your food storage. Each month Thrive offers a fantastic monthly sales pack that you will be SURE to love, in addition to individual sale items.

When you start your Q it has you choose a budget that you will maintain so this is the best way to purchase if you want to stick to a consistent budget. [LEARN MORE HERE](#)

BEST:

Become a consultant

Whether it's to buy your own food storage or build a business, [becoming a consultant](#) is the BEST way to buy Thrive. Thrive has value-packed consultant starter kits that make this option a no-brainer if you plan to buy your own food storage through Thrive anyway. All you need to do to be considered an active consultant is maintain a \$50 Q each month and purchase one of the kits. The starter kits contain a TON of great foods at heavily discounted prices and if you don't end up doing anything with the business you can just "eat your kit". It's a win-win.

[Learn more about becoming a consultant or get started now](#)

Whatever way you choose to get your Thrive on, we are here to help. Please let us know if you have any questions about which would be the best route for you.

-Jodi and Julie
YourThriveLife.com
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