



For Immediate Release

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From Home Kitchen to Grocery Store: Santa Barbara Entrepreneur Launches All-Natural Snacks For Kids!

Santa Barbara, CA. May, 2010 – During this time of high economic uncertainty, one ambitious local Santa Barbara company has emerged from the woodwork with a very sunny outlook and a fresh perspective on the food market. **Kiddo**, the Santa Barbara-based food company, whose mission is to provide the healthiest organic snack food options for kiddos, is launching **Kiddo Squeezies** in Santa Barbara on **Saturday, May 22nd at Whole Foods from 1 – 4pm** and on **Sunday May 23rd at Lazy Acres from 11 – 2pm**. Kiddo Squeezies are all-natural and organic, single serve, squeezable pouches filled with the freshest ingredients from organic fruits and vegetables.

The Kiddo concept did not form behind the closed doors of a corporate executive looking to cash in on the kids' food market. Rather, its modest beginning began in the home kitchen of a hard-working, proud Santa Barbara mother, who simply wanted the very best for her two kiddos.

“As a mom, I’m concerned about my kiddos’ health and the food they eat,” said Beth Bailey, founder and Kiddo team leader. “In a nation with an astounding rate of child obesity, more parents understand the importance of knowing exactly what kinds of food they feed their children. The Kiddo Squeezeie is a convenient and fun way to give kiddos of all ages a serving of delicious organic and local vegetables and fruit parents can feel good about, while promoting healthy living.”

Bailey’s desire for change began in 2007 when statistics revealed 60% of American children were considered to be obese and the problem would grow exponentially if children’s eating habits were not curbed in some way. As a result, the market for natural organic food has been growing steadily and demand for a healthy alternative to sugary snacks in grocery stores has seen a dramatic increase. After much research and many home kitchen recipe test-drives, Bailey developed the Kiddo Squeezeie, a single-serving of fresh vegetables and fruits that passed one of the hardest taste-tests: her own kiddos.

Kiddo Squeezies contain no added sugar, preservatives, artificial flavors, or colors. The products are also gluten and dairy free. Offered in two delicious flavors, Super Sweet Potato and Wild Blueberry Apple, Kiddo Squeezies are the perfect solution to providing kids with the nutrition they need. The Kiddo team has worked hard to source the best vegetables and fruit from ORGANIC and LOCAL sources, and use a special technique to minimally process each batch to keep the natural antioxidants and vitamins in the food.

The Kiddo Company aspires to benefit the lives of health-conscious families with a mission to offer natural, healthy foods that are fun and easy to eat. We enable parents to promote a healthy lifestyle for their kiddos. By providing nutritious snack choices to busy parents that make them feel good about their purchases, Kiddo fills a need for healthy and convenient all-natural and organic snacks.

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