

Santa Barbara SCORE

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SCORE Newsletter

Your Success is Our Reward!

SCORE client and new Santa Barbara-based business is to launch organic food products for kids in SB's Whole Foods Market.

Despite daunting economic challenges facing small businesses, Santa Barbara-based The Kiddo Company, LLC has introduced its first products.

The company is launching its first two Squeezeie flavors, Super Sweet Potato and Wild Blueberry Apple, in the Santa Barbara Whole Foods Market in January, 2010.

"We are excited to launch our products in the Santa Barbara Whole Foods Market," Beth Bailey, founder of The Kiddo Company, said. "We want to give parents and kids a healthy snack made from whole, organic vegetables and fruits that is tasty and fun to eat!"

The idea for The Kiddo Company began in Bailey's kitchen who, as a mother of two, was originally trying to come up with fun and simple ways to encourage her children to eat their fruits and vegetables, especially when on-the-go.

"What we give our kids for snacks is just as important as what we eat at mealtime, and once my kids hit the toddler years I called it the cracker phase," Bailey said. "I felt that eating veggies and fruit shouldn't be so hard and could even be fun - I just need to get a little creative."

Bailey's desire for fresh, natural food stems from learning about our children's nutrition in today's world. The United States childhood obesity rate is twice as high as it was in the late 1970s, and there is an increasing demand for healthy alternatives to sugary, artificially flavored snacks. Kiddo Squeezeies "are local products and they will be a good fit for our new healthy eating initiative" said John Jurey, Store Manager for the Santa Barbara Whole Foods Market.

The ingredients are grown in the U.S., the product is manufactured in Michigan, and only the packaging is produced in South Korea. As many others, Bailey had also considered sourcing from China but decided that the best way to ensure quality and product integrity in such an important food item is to do it in the U.S.

The Kiddo Company has plans to rapidly expand throughout the U.S. and SCORE will continue to work with the founder and her team to achieve their expansion objectives.

For more information, please visit: www.kiddofood.com.

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