

PRESS RELEASE

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Samples and Photos available

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First Organic Frozen Baby Food Launches in Canada

Vancouver, Canada - Kalpna Solanki comes from a long line of entrepreneurs who just happen to be 'foodies'. Growing up in Africa, England and Vancouver, her heritage of cooked-from-scratch meals and huge family gatherings focused on food and the newest members to the family. Today, Solanki uses her experience with unadulterated food and knowledge of world trends to create the **first and only** Age-Appropriate frozen meals for babies available anywhere in the world. BOBOBABY™ products, produced in Canada, launch across the country this month.

Canada's baby food market was at \$796 million in 2003 and has been growing steadily since 1998. Of this, prepared Baby Meals is the fastest growing segment. It is expected to surpass \$86 million per year, by 2010, in Canada.

Couple this with the 20% growth in the organic foods category, and the 15-20% growth of the frozen food category with the fact that there are increasing numbers of women in the workforce who are starting their families later in life – and the formula is obvious. **Parents are looking for the highest quality organic foods for their baby, yet want convenience.**

Kalpna Solanki experienced this need first-hand when she had her own child. She wanted to spend quality time with her daughter – not time over a stove preparing baby meals every day. So she started freezing her unique 'baby' recipes. This enabled her to choose top quality, organic produce to create meals that would provide the best variety of nutrition for her daughter.

In spite of readily available information concerning the best foods for baby's first solids, Solanki found in her research that many parents were confused about how to choose these foods. The idea for BOBOBABY™ products was borne out of a desire to assist other parents and make it easier for parents to provide their children Age-Appropriate nutrition.

"BOBOBABY™ is my second 'baby'. My own daughter was the inspiration for wanting to assist other parents with the 'baby's first foods' mystery," explains Solanki. "Nutrition is all-important at any age, but particularly in the first year. I saw so many parents feeding their babies solid foods too early or feeding them only a few foods, making their nutrition less than perfect. I was driven to create BOBOBABY™!"

For the BOBOBABY™ line, Solanki recreated her daughter's menu plan to reflect a baby's critical and changing needs from 6-9+ months. BOBOBABY™ products are available in three phases offering 4 recipes for each phase. Each product contains 12 x 25 ml. portions per tray, 2 trays per package. They are Certified Organic and Kosher.

The products contain NO added salt, preservatives, sugar, colour, peanuts, nuts, soy, wheat, dairy, eggs, fish, shellfish, poultry or meat. The omission of these ingredients and the Age-Appropriate Food Concept are backed by nutrition research and pediatricians worldwide.

The products are available in Canada at natural food and select grocery stores. For more information:

www.BOBOBABY.com

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Supporting Research on Age-Appropriate Baby Foods:

World Health Organization – Nutrition, Infant and Young Child:
http://www.who.int/child-adolescent-health/NUTRITION/infant_exclusive.htm

Canadian Pediatric Society – Introducing Solid Foods: <http://www.caringforkids.cps.ca/babies/IntroSolid.htm>

La Leche League – Begin the Best Food at the Best Times: <http://www.lalecheleague.org/NB/NBJulAug01p150.html>