



PRESS RELEASE

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Childhood diabetes; development of baby's "palette"; food allergies; and asthma are a few of the conditions related to the quality and composition of baby's first foods. Kalpna Solanki's line of organic, kosher, frozen, allergen-free baby food is the first such line specifically formulated for babies 6 months+.

In an ingenious, strategic business move, she decides to go direct-to-consumers and retailers via a frozen food retailer.

Babies Can't Wait To Get Healthy – New Organic Products Available To Their Door

VANCOUVER, CANADA, and EveryCity, U.S.A. – Kalpna Solanki loves her baby and that love coupled with the latest pediatric nutritional science drives her to change the health of a large number of babies and children, as soon as possible. Armed with knowledge and persistence, Solanki launches BOBOBABY her line of certified organic, kosher, frozen, age-appropriate, allergen-free, individually-packaged baby foods into the U.S. in April, after success in Canada.

Organic food sales are at \$4 billion, growing 20% annually with 50% of U.S. consumers buying organic foods. Organic baby food sales were at \$108.9 million representing an increase of 20% from 2005. A new U.S. baby boom is underway: over the last 10 years, there has been a 10% increase of children under five. Combine these facts with the growing LOHAS (healthier and sustainable lifestyles) trends*and the future is obvious: parents want healthier choices for their babies.

Solanki knew that the growing market for organic would support sales of her convenient frozen baby food, but she was surprised by the extent of the word-of-mouth campaign that was taking place in the U.S. Although she had not planned on launching into the U.S. until late 2007, the demand caught her attention.

Although Solanki's goal is to sell into natural stores like Whole Foods and mainstream grocery, launches into these markets in the U.S. can be costly and can take years. In an ingenious move, Solanki located a frozen food, direct-to-consumer (as well as retail) company. Wellnessgrocer.com will take orders for the full line of frozen products and ship to baby's door across America.

"By utilizing this unique e-tailer, I will be able to offer the line to parents across the U.S., no matter where they live. This will allow us to get the food to babies while concentrating on securing natural food and mainstream stores. My goal is to get this food to babies *now*, not later. It can take years to get into these types of markets in the U.S. I don't want to keep parents and babies waiting! Baby's foundational health is too important to their health as adults."

The Award-winning** BOBOBABY products launched in Canada in 2004, making them the first frozen, organic, kosher, age-appropriate, allergen-free baby foods on the North American market. Although other frozen baby foods have launched into the U.S. in the last year, none offer all aspects of the latest pediatric nutritional science for baby's first foods. Consequently, BOBOBABY products are truly leading-edge.

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Solanki's attention to detail is obvious, she covers every aspect. Certified organic: a recent Consumer Reports study weighed in on the baby food issue. Their study finds that organic baby food can reduce pesticides in baby's diet because baby foods are often more condensed. Kosher: these strict processing standards are followed in the BOBOBABY facility. To assure quality, she makes her products herself in her own state-of-the-art plant assuring homemade quality while avoiding the difficulty of assuring quality controls. Age appropriate: the American Academy of Paediatrics (AAP) recommends 6 months of exclusive breastfeeding, followed by slow introduction of solid foods. This protects from allergies later on and boosts the child's immune system. Allergen-free: BOBOBABY products are the first baby foods specifically designed omitting the top nine allergens – peanuts, nuts, soy, wheat, sesame, dairy, eggs, fish and shellfish. The BOBOBABY products contain no poultry or meat, nor added salt, sugar, colors or preservatives.

Solanki also developed the recipes with the fact that a child's palette for healthy food is developed within the first 2 years of life. Babies who are given processed foods may dislike healthier food later on making the addiction to sugar, salt and preservatives harder to break. This, and inactivity, have been shown to lead to childhood obesity. Approximately 30.3% of children 6-11 are overweight or obese according to The American Obesity Association leading to diabetes, hypertension and other chronic diseases. These conditions, common in adults, now show up in children at higher rates than ever before. A Canadian, all-party Commons committee is suggesting that the government ban trans-fat and launch a major public awareness campaign to prevent obesity in Canadian children.

The company's recipes are simple, yet sophisticated, featuring nutritionally dense powerhouse foods, not traditionally used for baby like high protein quinoa and mango. Solanki and a loyal following of consumers in Canada don't understand why baby's food has been so limiting.

"Why do baby foods have to be boring? Babies are people too and they love food as much as adults, explains Solanki, who grew up in an entrepreneurial family of 'foodies'. At Expos and in taste tests, babies want seconds and thirds. Frankly, I believe people, and babies, crave the nutrition their bodies need."

BOBOBABY products are available direct to baby's door at www.wellnessgrocer.com.

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www.bobobaby.com

**<http://www.lohas.com/journal/trends.html>*

***Food in Canada magazines "Top Ten Innovators – 2006"*