

# Taste Bud Organic Baby Food Makes its Debut at Natural Products Expo East in Baltimore, MD

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FOR IMMEDIATE RELEASE

Delancey, NY – Sprouts Organic Baby, LLC is announcing the debut of its organic frozen baby food line – Taste Bud Organic Baby Food - to the trade at the Natural Products Expo East in Baltimore next week.

The product line includes 12 SKUs presented in three stages to meet babies' developmental, nutritional, and experiential needs by age. The line is sold frozen to retain optimum nutritional value and eliminate preservatives, and it is certified organic by California Certified Organic Farmers (CCOF). Each recipe features vibrant, interesting foods and flavors, with all ingredients intentionally meat, dairy, and gluten-free to make it easy for parents to accommodate their child's needs, beliefs, and food sensitivities.

The company's principal aim is to help parents expose their young children to a variety of tastes and textures that will set the stage for a lifetime of healthy and joyful food experiences.

In recognition of the nutritional benefits children receive from early exposure to fresh, wholesome, healthy food, Taste Bud Organic Baby Food uses all organic, non-GMO ingredients and complies with strict organic manufacturing techniques in the production of its infant and toddler meals. Pesticide residues pose an extra hazard to children due to their higher metabolism, lower body weight, and higher relative vegetable and fruit consumption, so Taste Bud is positioned as the best way responsible parents can reduce the amount of pesticide residues in their children's diets.

Founder and CEO, Tracey Scronic, is Mom to 2-year-old Cooper, whose premature birth inspired Tracey to learn everything she could about infant and child nutrition in order to give her son the best chance at a healthy beginning. Tracey made all of her son's food herself, using fresh organic produce from local farms. A self-proclaimed foodie whose family has owned and operated a New York restaurant for more than 75 years, Tracey took great pleasure in creating a full menu of delicious and nutritious meals for her young son.

"At first I was surprised at how enthusiastically Cooper gobbled up my creations - I just assumed I'd been blessed with one of those rare 'good eaters.' But over time I had the opportunity to share my food with some friends' growing families. It was amazing to see the pleasure on each parent's face as their normally-picky children suddenly became voracious eaters when exposed to such unique baby meals. I realized that the range of tastes and textures we expose kids to – and not some predetermined pickiness scale - is the real determining factor of how their palettes and appetites will develop."

Inspired by what she saw as an opportunity to help parents expose their young children to a wonderful variety of tastes and textures that would set the stage for a lifetime of healthy and joyful food experiences, Tracey created Taste Bud Organic Baby Food.

Prior to creating Taste Bud, Tracey honed her branding and marketing expertise during a 15-year career as a senior advertising executive at several top-tier agencies. Her experience included domestic and international assignments for some of the world's leading companies: Procter & Gamble, Colgate-Palmolive, Coca-Cola, Hershey Foods, SONY, Hugo Boss, Gucci, and IKEA. She is a graduate of Brown University in Providence, RI.

Founded in 2005, Taste Bud Organic Baby Food is committed to the goal of helping families provide their babies with a safe, fresh, and vibrant introduction to solid food. With a full line of prepared baby and toddler meals, our aim is to help parents expose their young children to a wonderful variety of tastes and textures that will set the stage for a lifetime of healthy and joyful food experiences.

We are proud to introduce Taste Bud Organic Baby Food at the Natural Products Expo East, Baltimore Convention Center, October 4-7, 2006. Please visit us at booth #2762. For more information, call: 845-676-3822, or email: [info@tastebudbaby.com](mailto:info@tastebudbaby.com)

“Sowing the Seeds of Good Taste”