

**TASTYBABY AND TASTY BRAND FEATURED ON ABC'S THE VIEW  
AS A "CELEBRITY MOMS MUST-HAVE ITEM"**

**LOS ANGELES – OCTOBER 9, 2009** – ABC television's daytime program, The View, featured Tastybaby and Tasty Brand products in today's segment titled "Celebrity Mom Must-Have Items," highlighting all three product lines from Tasty Brand, Inc., the mom-owned manufacturer of organic foods for babies and toddlers. During the taping of the October 9<sup>th</sup> episode (which included The View's biggest-ever give-away of products to its audience), each member of the studio audience received one of Tasty Brand's coveted eco-friendly tote bags filled with an array of the Company's products.



Celebrity moms who are fans of the brand include Cindy Crawford, Lisa Kudrow, Brooke Shields, Jessica Alba, Salma Hayek, Alison Sweeney, Tori Spelling, Ali Landry, Brooke Burke, Angie Harmon and many, many more.

"It is such a thrill to be included among America's favorite items, and it was especially wonderful to see the look on the faces of the people in the audience as they received their special gifts," remarked Tasty Brand, Inc. CEO and co-founder Liane Weintraub. "This is fantastic exposure for our brand, and we hope The View will introduce lots of families to our tasty products!"

**Original Products: Tastybaby® Organic Frozen Purées**



Tastybaby® is widely recognized as one of the most innovative brands in the specialty baby-food market due to its state-of-the-art blast-freezing technology and its departure from the traditional, highly processed, jarred foods, which previously dominated the baby food category. The Company's original, 10-item line of 100 percent Organic Frozen Baby Food is for three stages of infant development. The line is minimally processed and contains no additives, preservatives or stabilizers. It's also free of gluten, GMOs, added salt, added sugar, and citric or ascorbic acid.

## New Product: Tastybaby® Organic Infant Cereals



Tastybaby® Organic Infant Cereals are the only natural/organic baby cereals formulated for use at different times of day, and the ideal complement for the company's existing line of frozen organic purées, as the two may be mixed together or served separately. All three flavors are fortified with DHA and ARA fatty acids to support brain and eye development, Prebiotics (FOS) to stimulate "good bacteria" in digestion systems and protect against the development of allergies, iron and other essential vitamins and nutrients.

Tasty Day™ Oatmeal for morning/daytime use has soluble fiber which provides steady energy all day; Tasty Dreams™ Brown Rice for naptime/evening use is gluten-free, and has high-quality protein to promote relaxation and help build muscles during sleep; and Tasty Grains™ Multi-Grain for use any time of day is a well-balanced multi-grain formula for optimal nutrition. All three have fluffier flakes than leading brands, making Tastybaby® Infant Cereals more soluble and less prone to clumping. (Retail cost: \$3.99 per 7-oz eco-friendly, re-sealable bag. See [Tastybaby.com](http://Tastybaby.com) for store locations.)

## New Product: Tasty Brand™ Organic Fruit Snacks



A huge hit with the ladies of *The View* as well as the studio audience, Tasty Brand™ Organic Fruit Snacks are the Company's first entry into the non-baby snack category, with a much-anticipated product launch aimed at "kids aged 2-102." Unlike conventional gummy bears and fruit snacks, Tasty Brand™ gummies contain no high-fructose corn syrup, gluten, fat, gelatin or artificial colors, flavors or preservatives. Made with real fruit juice, each serving contains 100 percent of a child's recommended daily requirement of vitamin C. (Retail cost: \$2.39 per 2.75-oz grab-n-go bag or \$4.79 per 4-oz box containing five 70-calorie pouches. See [Tastybaby.com](http://Tastybaby.com) for store locations.)

"We are very proud to introduce healthier, vitamin-fortified "treats" with substantially less sugar than other popular snacks," says President and co-founder Shannan Swanson. "We're responding to requests from our consumers – parents of toddlers and young children looking for healthier options for their families." The company plans to introduce additional organic snack items in the coming months and years.

### About Tasty Brand, Inc.

Tasty Brand, Inc. uses the most eco-friendly packaging available (recyclable, biodegradable, BPA and petroleum-free materials), soy inks and renewable energy. The Company strongly supports Sustainable Agriculture, Fair Trade practices, and many non-profit organizations which address environmental and children's issues.

## The Founders



Ms. Weintraub and Ms. Swanson, two eco-conscious moms with a shared mission to give babies a better start in life, founded Tasty Brand, Inc. They set out to change the world long before “change” became a global catchword. In response to growing fears about environmental hazards and alarming statistics related to childhood health risks, the two developed the Tastybaby® and Tasty Brand™ labels to create socially and environmentally responsible products that improve the lives of children and families.

Obese children make up 17% of the population ages 6-19 and are at risk for serious, life-long illnesses, and Childhood Obesity is now ranked as an "Epidemic" by health agencies (*source: Centers for Disease Control and Prevention*). Tasty Brand, Inc., founded by two moms on a self-proclaimed mission to help put an end to Childhood Obesity, today announced two new product lines that promote a “clean” organic diet such as the one recommended by doctors and nutritionists. The specialty baby food manufacturer is known for pioneering the category with its Tastybaby® frozen organic purées for babies and toddlers.

Weintraub, a native of New Yorker, earned a B.A. from Columbia University and M.A. from USC School of Journalism. Prior to founding Tasty Brand, Inc., she worked as a local TV reporter for United Paramount Network. In that capacity, she encountered many people with heart-gripping stories, the most touching of whom were children.

Swanson is a classically-trained chef who studied at Le Cordon Bleu in Paris. Her grandfather founded Swanson Frozen Foods, which literally changed the face of American at-home dining. As a chef, her philosophy is to create delicious and harmonious flavors with fresh, organic ingredients and without contrived ingredients. Both founders' commitment to the environment and to protecting children and their world from hazards created by previous generations continues to be an integral part of the company's mission.

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