



“100% Organic, 100% of the Time...”

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YUMMY SPOONFULS PURSUES EXPANSION PLANS AT 2010 NATURAL PRODUCTS EXPO EAST

Marietta, Georgia September 22, 2010 – After its introduction into the nation’s largest natural products retail market—the Northeast--Georgia’s own [Yummy Spoonfuls Organic Baby Food](#) will appear at the [2010 Natural Products Expo East \(NPEE\) in Boston, October 14 – 16, 2010](#). The event follows Yummy Spoonfuls’ acceptance at New York-based Dean & DeLuca stores, The Food Emporium stores, and Haddon House distributors of New Jersey. Yummy Spoonfuls will be located on the show floor at booth number [3617](#).

Natural Products Expo East—hosted by [New Hope Natural Media](#)--is the largest natural products trade show on the East Coast, with more than 20,000 attendees and more than 1,700 booths. NPEE offers extensive educational conferences, entertainment and a host of exciting social events to foster personal and professional growth. Author, actress and activist Alicia Silverstone will deliver the keynote address. Silverstone is joined by a Who’s Who of industry veterans and experts to round out the conference. The official partner for the 25th Annual NPEE is United Natural Foods, Inc. ([UNFI](#)), the industry’s largest natural and organic products distributor.

New exhibitors compete for space at the NPEE, with priority given to returning companies. The show brings together thousands of wholesale buyers from all over the United States, and the world, presenting a unique growth opportunity for exhibiting companies. Yummy Spoonfuls will be exhibiting for the first time this year. To attend NPEE as a new exhibitor represents an achievement for a small business. Not only must the business work hard to secure space, it must be ready for the resulting exposure.

“I couldn’t be more excited,” exclaims Yummy Spoonfuls’ founder and CEO, Agatha Achindu. “This has been an incredible year. Going to Boston in October for Expo East takes Yummy Spoonfuls to a whole new level. The product is really catching on in the Northeast, and that’s a huge market for us. We are ready to move our product into stores up and down the Eastern Seaboard.”

Achindu believes all children have a right to a chemical-free life, starting with organic food from birth. Her vision calls for national distribution of her products, to give more parents the best options for feeding their kids. As a mom herself, Achindu relates to the hurdles parents face. “Parents are busy—I know that for a fact! You can’t always make your own baby food,” she says. “My hope is that Yummy Spoonfuls can support parents in giving children the best start in life.”

Following major media coverage of Achindu's entrepreneurial success, [Yummy Spoonfuls Organic Baby Food](#) is now in high demand. With childhood obesity on the rise, and a new awareness of chemical exposure in infants and children, more parents are choosing organic food. Achindu's commitment to healthy choices for children led to the creation of a scrupulously pure, organic product.

As it turns out, that passion for quality also led to an award-winning taste. When [Cookie Magazine](#) online conducted a reader's poll in 2009, Yummy Spoonfuls was named Number One over 12 other organic brands. This recognition brought Yummy Spoonfuls national attention. Under Agatha Achindu's leadership, Yummy Spoonfuls is poised to become a national brand.

About [Yummy Spoonfuls Organic Baby Food](#)

Founded in 2006, the concept for Yummy Spoonfuls was born when [Agatha Achindu](#) was expecting her first child, and began to explore healthy baby food options. Upon extensive research, Agatha discovered that even "organic" baby food products had expiration dates of up to (2) years. This meant that in many cases, babies were eating food items that were older than they were.

Armed with a firm resolve to provide healthy food items for her child, Agatha made every morsel of food for her baby. Today, Agatha and her hard-working staff continue the same homegrown tradition that began Yummy Spoonfuls Organic Baby Food – every ounce of food is made from scratch using only organic ingredients – no fillers, extenders or preservatives. As the childhood obesity rate in the United States continues to surge out of control, Yummy Spoonfuls hopes that today's parents will start their children's lives with healthy, natural foods vs. fat, calorie and sugar-filled processed foods. With a wide variety of more than 23 distinct and flavorful organic food items for babies, infants, and toddlers, Yummy Spoonfuls is a privately held company based in Marietta, Georgia.

For more information, please call 678.464.3103 or visit <http://www.yummyspoonfuls.com>.