



“100% Organic, 100% of the Time...”

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Contact: Agatha Achindu
Tel: 678.464.3103
E-mail: pr@yummyspoonfuls.com
Website: <http://www.yummyspoonfuls.com>

**YUMMY SPOONFULS™ ORGANIC BABY FOOD RECEIVES ASHLEY KOFF, R.D.'S AKA™
(ASHLEY KOFF APPROVED) STAMP OF QUALITY NUTRITION FOR OPTIMAL HEALTH**

Marietta, Georgia – Adding to a growing list of impressive distinctions, [Yummy Spoonfuls™ organic baby food](#) is now [Ashley Koff Approved \(AKA™\)](#). Recognized as one of the most well respected Dietitians/Nutritionists in the USA, Ashley Koff, R.D. launched the AKA™ logo, the stamp of quality nutrition for optimal health, as a tool consumers, physicians and healthcare practitioners can rely on to help them find trustworthy food sources that taste good, too. The AKA™ inclusion follows Yummy Spoonfuls™' introduction into the nation's largest natural products retail market and successful debut at the [2010 Natural Products Expo East \(NPPE\)](#) trade show in Boston.

[Ashley Koff, R.D.](#) is a featured contributor to Good Morning America Health and The Huffington Post, whose work as Hollywood's Dietitian has been featured in InStyle and Glamour magazines. She is regularly sought after by the most trusted names in nutrition and medicine, such as Dr. Andrew Weil, and was called upon by Elizabeth Hasselbeck to be the R.D. expert on nutritional information for her book, *The G-Free Diet: A Gluten Free Survival Guide*. Bearing the AKA™ seal means “Yes, you can” and “Yes, you should.” Ashley Koff Approved products do not contain any nutrition “no, no's.”

“I couldn't be more excited,” exclaims [Yummy Spoonfuls™ founder and CEO, Agatha Achindu](#). “Getting the coveted AKA™ seal demonstrates that exceptional flavor and vital nutrition can be synonymous. There is a better way to produce food for babies that is nutritious and tastes great, so babies have a healthy and pleasing introduction to fresh foods. Babies, like adults, will enjoy eating their food if it tastes good, and they shouldn't be eating food that's older (2-3 years shelf life) than they are,” states Achindu. “My goal is not only to provide parents with a better option (better tasting, more nutritious), but also to prove that commercial success is possible for companies like Yummy Spoonfuls™ that put babies' nutrition first.”

Yummy Spoonfuls™' commitment to providing healthy food options for babies is in alignment with Ashley Koff, R.D.'s mission of revolutionizing the way America eats, because it supports parents in giving their children a sound nutritional start. Agatha believes that a lifetime of healthy eating begins with the very first spoonful and, as a mom herself, she relates to the hurdles parents face. “Parents are busy - I know that for a fact! You can't always make your own baby food,” says Achindu. With the AKA™ stamp of approval, it's now even easier to identify Yummy Spoonfuls™ organic baby food as a premium, nutritious product parents who want the best for their children can trust.

Following major media coverage of Achindu's entrepreneurial success in the media including [CNN](#), and [Fox Business News](#), as well as national recognition of the brand's nutritious advantages and top-ranked taste, Yummy Spoonfuls™ organic baby food is now in high demand and poised to be a leading national brand. The company offers a diverse line of products that are made from all natural ingredients grown without chemical

pesticides, nitrates, growth hormones or other harmful substances. The foods are dairy and gluten free and are produced without artificial additives or processing chemicals. Additionally, while many organic food companies heat-treat their foods, reducing the available nutrients, Yummy Spoonfuls™ organic baby food is fresh-frozen to lock in every available drop of nature's goodness. Yummy Spoonfuls™ is available in 3 product lines: Creamy Yummy (Stage 1); Mushy Yummy (Stage 2); and Chunky Yummy (Stage 3).

The coupling of the AKA™ seal with Yummy Spoonfuls™ organic baby food is a match made in heaven. Like Yummy Spoonfuls™, Ashley Koff, R.D. promotes healthy food choices that don't sacrifice taste or individual preference. Yummy Spoonfuls™ is dedicated to providing premium, organic food that tastes good to even the most finicky baby. It's that passion for quality that led to the brand's award-winning taste. When [Cookie Magazine online](#) conducted a reader's poll in 2009, Yummy Spoonfuls™ was named #1 baby food - best taste, best overall, five stars, a clear favorite - out of 12 leading organic baby foods. Yummy Spoonfuls™' Ashley Koff Approved designation further confirms the organic baby food brand's authenticity and exceptional quality.

About Yummy Spoonfuls™ Organic Baby Food

Founded in 2006, the concept for Yummy Spoonfuls™ organic baby food 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.

About Ashley Koff R.D.

Ashley Koff is a registered dietitian (R.D.) who strives to make better nutrition a way of life for all. Koff launched Ashley Koff Approved (AKA™) in 2008 as a way to house all aspects of her private practice, nutritional endorsement opportunities, as well as her corporate consulting company. With AKA™, consumers of all demographics can readily identify products that meet Koff's standards for nutrition resulting in optimal health. Under the AKA™ umbrella, Koff also offers business-to-business consulting. For more information, please visit www.ashleykoffapproved.com.

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