



Mom Made® Foods Launches New Frozen Line

ANAHEIM, CALIFORNIA, March 11, 2011: Once again expanding its offering and furthering its commitment to a lifetime of healthy eating, Mom Made Foods introduces Mom Made Bites, debuting the line with antibiotic-free Bite-Size Turkey Meatballs. Mom Made Bites, the building blocks for many child-centered recipes, can be used as meal ingredients or served as sides or starters. Bites are just that, sized for a child to eat without hassle and made from a familiar, tasty and healthy recipe that they'll love.

Bite-Size Turkey Meatballs, unveiled at the Natural Products Expo West trade show, is a first-of-its-kind offering. With custom crafted, small-sized meatballs, Bite-Size Turkey Meatballs is packaged in 8 oz. cartons, with two and a half servings that give families the flexibility to serve one or more children a meal-sized portion or as a component of a meal. With the same convenience as Mom Made Meals and Munchies, the Bite-Size Turkey Meatballs are fully cooked and offer an unlimited variety in meal ideas, from mini-kabobs with pineapple, to kid-sized meatball sub sandwiches, to the more traditional pasta and sauce. Mom Made Bite-Size Turkey Meatballs give families a healthier and more child-friendly version of meatballs to incorporate into their meal plan.

"We were inspired by our popular Spaghetti with Turkey Meatballs when my own kids asked if they could have kabobs using the meatballs," said Mom Made founder Heather Stouffer. "There are very few child-focused meat products on the market that are healthy. My kids love meatballs, but I don't love the nutritional of the prepared options out there. We made Mom Made Meatball Bites with real ingredients and far less sodium. I feel good about serving these to my own kids and am excited to bring them to market."

Mom Made's established offerings include Meals - Cheesy Mac, Fiesta Rice, and Spaghetti and Turkey Meatballs -- and the Munchies - Bean Burrito, Cheese Pizza, Apple Pie, Chicken, and Turkey Sausage. All of the vegetarian items are USDA-certified organic while the meat items are made with antibiotic-free meat.

Mom Made's products are flash frozen to preserve flavor, nutrients, color and natural texture. They contain no preservatives, no trans fats, no added sugars (except the Apple Pie Munchie), no artificial colors and are low in sodium.

Mom Made is available nationwide through Amazon.com, and at select leading grocery retailers, such as Whole Foods, Festival Foods and Shaws.

Check out the Mom Made Foods website (www.mommadefoods.com) for kid-friendly recipes and tips on raising healthy kids, as well as more information on the company's products, including nutritional information, ingredients, and product photos.

For information about tastings, events and/or product samples, please contact Jennifer Mulchandani at media@mommadefoods.com or call 877-512-1800 x9104.