



FOR IMMEDIATE RELEASE
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Local Company Gives Babies a Fresh Start on Solid Foods

Mom Made™ available in Whole Foods stores starting Jan. 8

ALEXANDRIA, Va.– Mom Made™ Foods, the Mid-Atlantic's first organically-certified producer of fresh frozen foods for children, will be introduced in Whole Foods locations this week, including a new store in Fairfax set to open Jan. 17.

Eight Whole Foods stores in Virginia from Charlottesville to Arlington will carry the first product line offered by Mom Made Foods called Mom Made Scoops, healthy, all-natural frozen meals perfect for a baby's introduction to solid foods.

"Mom Made Scoops give parents an alternative to making food for their baby from scratch, without sacrificing quality or nutrition," said Heather Stouffer, founder and president of Mom Made Foods. "Traditional baby food in a jar loses many of its nutrients during high-heat cooking to create a product that's shelf-stable for up to 2 years. I didn't want the food I was feeding my son to be older than he was."

Mom Made offers conveniently-sized servings locally made with the freshest organic ingredients, such as organic sweet potatoes direct from a farmer from Virginia's Eastern Shore. Mom Made products are all-natural without any additives or preservatives and come in four varieties: Broccoli Puree, Apple Puree, Pear Puree and Sweet Potato Puree.

Stouffer created the Alexandria, Va.-based company when she couldn't find any store-bought products in area supermarkets or specialty stores that she felt good about feeding her son. As a full-time working mom, cooking her own food wasn't always an option and she sought a practical way to introduce her son to a variety of wholesome, nutritious solid foods that would create the foundation for a lifetime of healthy eating.

"I didn't want our son to fall into the chicken nugget and macaroni and cheese rut like so many children do because their parents are out of time and ideas," said Stouffer. "We wanted to set a good example right from the start and give our child the same variety of fresh foods that we love."

After talking to countless other parents who had the same dilemma, Mom Made Foods was born. Mom Made's meals are produced by Marguerite Blakely, a Le Cordon Bleu-trained chef who completed her culinary internship at Restaurant Nora, in Washington, D.C. Marguerite has a superb understanding of children's delicate palates and the benefits of using organic ingredients.

Mom Made will be holding tastings and cooking demonstrations at each Whole Foods store in Virginia throughout January and February. The Mom Made children's food experts will be present to answer questions about cooking for babies and young children. Confirmed dates and locations are:

Jan. 12 9 a.m. -1 p.m. – Charlottesville (Shoppers World Court)

Jan. 13 9 a.m. -1 p.m. – Falls Church (Leesburg Pike)



- Jan. 19** 1 – 5 p.m. – Fairfax (Fair Lakes Parkway)
- Jan. 20** 9 a.m. – 1 p.m. – Fairfax (Fair Lakes Parkway)
- Feb. 2** 11 a.m. – 2 p.m. – Vienna (Maple Avenue)
- Feb. 3** 9 a.m. – 1 p.m. – Alexandria (Duke Street)
- Feb. 9** 9 a.m. – 1 p.m. – Springfield (Old Keene Mill Road)
- Feb. 10** 9 a.m. – 1 p.m. – Arlington (Wilson Boulevard)

About Mom Made™ Foods: Mom Made is dedicated to helping children begin a lifetime of healthy eating. Our frozen foods are made with the freshest organic ingredients, offering a variety of age-specific recipes for babies starting their journey of solid foods through to toddlers and children exploring new tastes. Parents can be confident when serving Mom Made to their children, just as if the recipe were made at home.