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# EarthTimes

## **HAPPYBABY Makes Baby Food On the Go Simple and Delicious With New Easy Organic Baby Food Line**

NEW YORK, March 15 /PRNewswire/ -- Parents looking for affordable organic baby food that packs a nutritional punch for their little one and makes life a little easier for themselves can breathe a sigh of relief with the introduction of HAPPYBABY's new line of **Easy Organic Baby Food** pouches. These gluten-free, nutrient-rich products feature easy-to-handle, resealable, BPA-free pouches with easy-pour spouts. This line of 14 products is the latest offering from leading premium organic baby and toddler food brand HAPPYBABY as part of its mission to create healthy, beneficial foods for children.

The two stages for older children? **Chunky Combos with Grains and Meats and HAPPYTOT** are the first and only baby foods fortified with the super-grain Salba®. This gluten-free super-grain is the richest whole food source of omega-3 fatty acids (crucial for disease prevention), is packed with antioxidants, (which help children fight infection and improve iron absorption), contains six times more calcium than milk (helping strengthen babies' bones and teeth), and is a great source of fiber, magnesium, and iron.

Formulated with and recommended by renowned pediatrician Dr. Robert Sears, the new Easy Organic Baby Food line offers foods for four stages of development in 14 delicious, homemade flavors:

- **First Foods** are easy-to-eat purees for baby's very first bites.
  - Available in:
    - Fresh Anjou Pears
    - Fresh Mango

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- **Smooth and Simple Combinations** feature mixtures of baby's favorite fruits and vegetables.
  - Available in:
    - Spinach, Mango & Pear
    - Banana, Beet & Blueberry
    - Apricot & Sweet Potato
    - Broccoli, Pears & Peas
    - Apple Cherry
    - Kiwi Banana
  
- **Chunky Combos With Grains and Meats** are high-protein blends of organic fruits, vegetables, and meats fortified with the super-grain Salba.
  - Available in:
    - Gobble Gobble (Turkey, vegetables, fruit, and millet)
    - Beef Stew (Beef tips, vegetables, and whole grains)
    - Chick Chick (Chicken, sweet potato, and brown rice pasta)
    - Amaranth Ratatouille (Medley of vegetables with the super-grain amaranth)
    - Super Salmon (Salmon, sweet potato, and lentils)
    - Mama Grain (Black beans, banana, and quinoa)
  
- **HAPPYTOT** products are organic superfoods for tots and tykes that are fortified with Salba and rich in antioxidants, fiber, and protein.
  - Available in:
    - Banana, Peach, Prunes & Coconut
    - Sweet Potato, Carrot & Apple
    - Green Beans, Peas & Pears
    - Banana, Mango & Peach
    - Spinach, Mango & Pear
    - Apple & Butternut Squash

"Our mission is to provide our children with the highest quality, best-tasting food available at all stages of life," says Shazi Visram, founder and CEO of **HAPPYBABY**. "We are so excited to add to our product lineup another innovative and convenient option for high-quality organic, nutrient-rich foods for parents to help their children's optimal development."

Available in spring 2010, the **HAPPYBABY** Easy Organic Baby Food line is priced to bring organic foods to all families, with suggested retail prices of \$.89 (First Foods, Smooth and Simple Combinations) to \$1.09 (Chunky Combos With Grains and Meats, **HAPPYTOT**). The line is available at such retailers as Kroger, Stop & Shop, Whole Foods, Amazon.com, and Diapers.com. To find a store near you, visit the **HAPPYBABY** website at [www.happybabyfoods.com](http://www.happybabyfoods.com).

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## ABOUT HAPPYBABY:

Launched on Mother's Day 2006, **HAPPYBABY** is the leading brand of premium organic meals for babies and toddlers. The company makes **HAPPYBABY**® fresh frozen organic baby meals, **HAPPYBELLIES**® the only organic baby cereals with DHA and probiotics, **HAPPYBABY PUFFS**® the only organic baby puffs with whole grains, real fruits and vegetables, **HAPPYBITES**® handheld organic toddler/kids meals with hidden veggies, **HAPPYMELTS**®, the first USDA organic freeze-dried organic yogurt and fruit snacks containing both prebiotics and probiotics, and the recently released **HAPPYTOT**® fruits and vegetables enriched with super-grain Salba in a convenient easy-to-handle pouch. **HAPPYBABY** was recently lauded as one of America's most inspiring businesses. For more information, log onto [www.happybabyfood.com](http://www.happybabyfood.com).

**HAPPYBABY** believes every baby deserves to be a happy baby. The company collaborates with Project Peanut Butter ([www.projectpeanutbutter.org](http://www.projectpeanutbutter.org)) to feed malnourished children in Malawi and Sierra Leone. For every **HAPPYBABY** product purchased, Project Peanut Butter is able to provide food for a child for an entire day.

## SOURCE HAPPYBABY