



For Immediate Release

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## **Snikiddy Snacks® Debuts New Packaging and Cookie Offerings at Natural Products Expo West Booth #3005, Mar. 6-8**

*Snikiddy to introduce new Oatmeal Chocolate Bites & Chocolate Chocolate Bites in Anaheim*

BOULDER, Colo. (Feb. 26, 2009) – Snikiddy®, manufacturer of Snikiddy Snacks® – simple and wholesome snacks for kids– will introduce its new brand image and packaging as well as debut new cookie flavors, Oatmeal Chocolate Bites and Chocolate Chocolate Bites, at the Natural Products Expo West Show in Anaheim, Calif., Mar. 6-8, at booth #3005.

“We are thrilled to introduce the new face of Snikiddy Snacks® as well as launch our new cookie offerings at this year’s Expo West,” said Mary Schulman, Snikiddy’s founder and EVP of marketing. “Our new packaging not only represents the new look of Snikiddy Snacks®, but our decreased bag sizes allow us to emit less waste and reduce our eco-footprint, something that is very important to us at Snikiddy. Additionally, we are extremely excited to present our new cookie offerings as they are not only delicious but also offer added nutritional benefits such as whole grains and fiber.”

In addition to the new Oatmeal Chocolate Bites and Chocolate Chocolate Bites, Snikiddy®’s reformulated Chocolate Chippers are packed full of chocolate chips, oats and whole grains – giving them the added nutritional benefits of whole grains and fiber in a nutritious and delicious treat.

The new cookie varieties join the existing line of Snikiddy Snacks® Puffs and Cookies that are made with simple and pure ingredients including real cheese, butter, whole wheat flour and unrefined cane sugar. Unlike most conventional snacks, every single Snikiddy Snack® is absolutely free of trans fats, hydrogenated oils, high-fructose corn syrup, artificial flavors, colors and preservatives.

### *About Snikiddy Snacks®:*

Founded in 2006 by Janet Owings and Mary Schulman, (a mother/daughter team) with a passion for children’s health, Snikiddy produces Snikiddy Snacks® - great tasting, kid-friendly snacks including Cheese Puffs and Cookies available in a variety of flavors and developed for kids and families. Made with the highest quality, simple and wholesome ingredients including real cheese, butter, whole wheat flour and unrefined cane sugar, Snikiddy Snacks® are perfect for lunchboxes, after school, and on-the-go snacks. They are available in Sharing Packs®, which contain four to five servings per container and top flavors are available in Multi-Packs (bag of 6 snack packs). Cheese puffs include Mac n’ Cheese, Grilled Cheese, Pizza, and coming soon Nacho Cheese varieties. Cookies include Chocolate Chip Bites, Oatmeal Chocolate Bites, and Chocolate Chocolate Bites varieties. Snikiddy Snacks® are sold in natural and conventional grocery stores across the country and Toys R Us, as well as online through Amazon.com and PeaPod.com. Founded in Bethesda, Md., the company also operates out of Boulder, Colo. For more information, visit [www.snikiddy.com](http://www.snikiddy.com).

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