

→ Peas of Mind Offers Non-Dairy "Puffet" Flavors



SAN FRANCISCO – Peas of Mind, creator of frozen meals for growing kids called "Puffets," now offers two flavors that are made without milk ingredients. Mamma's Pasta and The Dalai Lentil Puffets are both non-dairy, and join the existing four popular flavors in the Peas of Mind product line. "Peas of Mind is extremely conscious of our customer feedback and the current demands of busy families. We have received many product suggestions over the years, but the most overwhelming request has been for non-dairy Puffet flavors," said Jill Litwin, the company's founder and owner. "Childhood food allergies are on the rise and dairy allergies are of particular concern to growing kids and their parents. We are confident our two new flavors will meet that demand with a great-tasting, healthy product."

After much research and recipe development, Peas of Mind kept the integrity of its product line – tasty, all-natural and easy-to-chew and digest – with the two new flavors. The Mamma's Pasta Puffet is similar to a homemade pasta dinner, containing organic tomatoes and orzo pasta with ground chickpeas as an added healthy bonus. The Dalai Lentil Puffet is packed full of wholesome ingredients including organic lentils, organic non-GMO soy and rolled oats.

Peas of Mind sprouted from the idea that as toddlers begin eating solid foods, the tastes and textures they experience shape their eating habits for a lifetime. Puffets – vegetarian mini casseroles containing organic ingredients that can be heated and ready to eat within minutes – offer the healthiest choices from the food pyramid. Each Puffet recipe is specifically designed for the growing needs and palate of the "post-baby." The unique combination of ingredients provides a balanced nutritional meal that is easy to prepare and easy to eat with little hands. Each Puffet is individually wrapped, fully cooked, and they are sold four to a box. Three of the six flavors are gluten-free.

First created and introduced to Bay Area consumers nearly three years ago, Peas of Mind has steadily increased distribution throughout the U.S., recently expanding into Arizona, Colorado, Florida, Georgia, Idaho, Illinois, Iowa, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Montana, Nebraska, New Mexico, North Carolina, Oklahoma, Oregon, Puerto Rico, Texas, South Carolina, Virginia, Washington and Wisconsin. Peas of Mind is available at retailers such as Whole Foods Market and SuperTarget. The complete list of retailers is available at www.peasofmind.com.

ABOUT PEAS OF MIND

Founder Jill Litwin was first inspired to start cooking for kids when she witnessed a friend feeding her young child a meal of canned green beans. "I just couldn't believe there wasn't anything available for moms to buy that didn't come from a can or contain artificial flavorings or unhealthy preservatives," said Litwin.

Inspired, Litwin asked if she could cook for her friend's son, Satchel, and created unique, all-in-one, healthy toddler meals, which soon caught on. The local mothers in Burlington, Vt., were asking for Litwin's services and she knew she was onto something. Litwin began in-depth research and realized that there was a real gap in the marketplace for her niche product. She made the decision to pursue her passion full-time and moved to Northern California, where she could find the freshest, all-natural, organic ingredients and a large audience of busy, health-conscious parents. She developed her Puffet concept and recipes at La Cocina, a non-profit shared-use, commercial kitchen and business incubator in the Mission district of San Francisco.

Every month Litwin expands on the Puffet by creating a "Reci-Pea" for visitors to the company's website and readers of the Peas of Mind electronic newsletter. March's healthy Reci-Pea is for Puffet Drop Soup, featuring the Eat Your Greens flavor in a take on the classic egg drop soup. Past Reci-Peas encouraging Puffet creativity include Puffets a la Mode, Caramel Apple Puffets, Edamame Stuffed Puffets, and Puffet Pot Pies. Adults seem to enjoy Puffets as much as kids, often heating them up for a quick, healthy snack.

With exposure everywhere from NBC Nightly News to the New York Times, and constant praise on hundreds of parenting and family blogs nationwide, Litwin says the response from consumers has been overwhelming.

