

## **Food in Canada Magazine Recognizes BOBOBABY(R) as Top Ten Innovator of 2006**

BOBOBABY(R) - the first frozen, organic, age-appropriate baby food - has been named one of *Food in Canada* magazine's Top Ten Innovators of 2006. The premier trade publication for the Canadian food and beverage category highlights innovators who not only have visionary ideas, but who have worked hard to make them viable and successful.

BOBOBABY(R) founder Kalpna Solanki is proud of her achievement in the \$4 billion (US) North American baby food category. Her specific niche, the organic baby food category, is currently at \$180 million (US) with expected continued growth of 20 per cent per year.

Solanki is the first to offer the concept of certified organic age-appropriate foods for babies. Research indicates that feeding a child a vegetarian diet for the first 10-12 months of life can decrease the risk of diabetes and obesity in childhood.

BOBOBABY(R) is also the first to offer baby food products that contain NO added salt, preservatives, sugar, colour, peanuts, nuts, soy, wheat, sesame, dairy, eggs, fish, shellfish, poultry or meat. The omission of the nine common allergens and the age-appropriate food concept are backed by nutrition research and pediatricians worldwide.

"One doesn't launch a unique, leading-edge product line for accolades," explains Solanki, a mother whose background is in public health, environmental management, and business. "This award softens the memory of all the hard work, planning, and thought over the past years that have gone into building a product like this."

Practice makes perfect: BOBOBABY(R) has recently introduced new packaging that reflects the need for convenience for parents, much to the excitement of retailers. The "grab 'n go" concept features perforated, individually-sealed, frozen cubes that make it easy for parents to remove only the portions needed.

BOBOBABY(R) products are available in three age-appropriate phases with four recipes for each phase. All the products are Certified Organic and Kosher.

Solanki takes her sense of commitment to children and communities beyond business and BOBOBABY(R). She has recently been awarded the Five Years of Dedication and Service Award by Big Brothers where she serves as a Board Director.

Additionally, Simon Fraser University Alumni Association, (where Solanki is past-president) awarded her with their Volunteer Appreciation Award last month. [www.bobobaby.com](http://www.bobobaby.com)