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**FOR IMMEDIATE RELEASE**

**Healthy Handfuls Launches Organic Snack Line for Kids On the Go**  
*Better Snacking One Handful at a Time!*

*Great tasting, Convenient Packaging, Kid-Tested and Nutritious*

**Grass Valley, California - Healthy Handfuls**, a new company created by two moms, is launching a line of organic kids' snacks in four kid-tested favorite flavors – Koala Krackers, Python Pretzels, Oatmeal Raisin Crocodile Cookies, and Lucky Duckies cheese crackers. All four varieties are available in convenient single-serve handled boxes and reusable, re-sealable plastic cups with enough for three little snackers to share.

**Healthy Handfuls** cookies and crackers are a welcome addition to the crowded kids' snack market, which is dominated by heavily processed foods lacking in nutritional value.

**Healthy Handfuls** snacks are made with certified organic ingredients and contain no GMOs, trans fats, hydrogenated oils or high fructose corn syrup. Healthy Handfuls crackers, cookies and pretzels are kosher, and lower in fat and salt than most kid friendly snacks on the market.

Healthy Handfuls offers two sweet and two savory snacks, each in two playful, colorful convenient packaging options:

- **Koala Krackers** (1.5oz box MSRP \$1.29, 3oz cup MSRP \$1.69)  
A healthy version of the popular bite-sized animal cracker. Made with organic whole-wheat flour and sweetened with evaporated cane juice, these little cookies are satisfying and crunchy, with a nice lemony flavor that comes from natural lemon oil.
- **Oatmeal Raisin Crocodile Cookies** (1.5oz box MSRP \$1.29, 3oz cup MSRP \$1.69) Made with organic oats, whole-wheat flour and raisins, and sweetened with a touch of honey they are nicely chewy. These bite-sized cookies are big enough to satisfy little mouths and small enough to eat without a crumbly mess.
- **Healthy Handfuls Python Pretzels** (1.5oz box MSRP \$1.29, 3oz cup MSRP \$1.69) Made with organic whole wheat flour and organic malt these wholesome pretzels have a crispy texture and a naturally salty flavor from organic sea salt. No fat, cholesterol or sugar.
- **Healthy Handfuls Lucky Duckies Cheese Crackers** (1.5oz box MSRP \$1.29, 3oz cup MSRP \$1.69) A crispy duck-shaped cracker with big cheddar flavor. With just 1 gram of saturated fat and 5 grams of protein per serving, these tangy crackers are a perfect afternoon snack. Made with organic wheat flour, organic cheddar cheese and a dash of organic onion.

More...

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Mothers know that young children are more likely to snack throughout the day rather than focus on three meals. “Every nibble counts,” say founders Debbie Reynolds and Gwen Solberg, “and we are committed to getting nutritious handfuls of food into little kids rather than empty calories.”

Healthy Handfuls snack boxes are easy to throw into a backpack or lunch box for a nutritious school day snack. The snack cups, which fit into a car cup holder, are perfect for a long car rides, field trips and vacations. The cups are also terrific for movie theater snacks and fit neatly into the cup holder in theater seats. Once the cups are empty, they are a convenient place to store crayons and road trip souvenirs or deposit the kids' allowance. The reusable cups are good for storing beads and craftwork items for art projects. They'll also make great cups for poster and finger paints.

***About Healthy Handfuls***

Healthy Handfuls was founded in 2002 by Debbie Reynolds (no relation to the actress) and Gwen Solberg, two mothers whose children, like all children, like to snack. The two found that much of the popular brand-name snacks designed for children are filled with trans fats, chemicals, preservatives, artificial flavors and colors. These concerned moms decided to create a convenient, portable snack that would be both tasty and nutritious. After almost two years of research and kid testing, Healthy Handfuls was born.

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**Product photos in various formats, including via email, are available upon request.**