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For Immediate Release

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Company Story

GimMe - From Our Healthy Family to Yours!

Belvedere, CA – Owned and operated by husband-wife team Annie Chun and Steve Broad (with some help from their two children), GimMe Health Foods is truly a family business. Annie and Steve are also food lovers, experienced entrepreneurs, and roasted seaweed fanatics. If their names are familiar, it's because they are the team that created (and eventually sold) the Annie Chun's brand of Asian foods.

Creative, inspiring entrepreneurs that they are, it was only a matter of time before Annie and Steve would launch another terrific food company. GimMe Health Foods is their latest project, and the products they make are as multi-cultural as their family. Annie was born and raised in Korea, home to the best seaweed on the planet. Steve grew up in Northern California, where he learned early how much better food tastes when it's all natural and grown fresh. Annie's knowledge of authentic Korean culture and expertise in Asian cooking feeds the soul of the company. Steve's business experience, sales, and management skills keep it running smoothly. Together, they share a passion for creating healthy Asian foods that taste great, especially to kids.



Steve, David, Mia and Annie

"We all love roasted seaweed and have been eating this healthy Asian snack for years," says Annie. "One evening, our family was sitting around the dinner table brainstorming when our teenage daughter Mia had a great idea," recalls Steve. "Start a company that sells the best possible roasted seaweed in delicious new flavors." Mia came up with the name "gimMe" because, as she says, "It's so good everyone always wants more!" And that's how it all began.

Annie and Steve's son, David, is now busy getting ready to go off to college and he'll be bringing plenty of GimMe snacks along to share in the dorms. Mia oversees social media while David helps spread the word as brand evangelist.

It was very important to Annie and Steve that their seaweed be the finest, healthiest available. GimMe's USDA certified organic seaweed is grown in an agriculturally protected region of the Yellow Sea, off the coast of South Korea. The protected nature of the sea water enables GimMe to cultivate seaweed that is not acid-treated like other brands.

More...

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GimMe snacks are great for kids, dieters, and people on the go -- and they're a much healthier choice than chips. To make sure just about anyone can safely enjoy GimMe's snacks, they are gluten free (they expect to be certified gluten free by GFCO in February 2013). Additionally, the Roasted Seaweed Snacks and Sesame Crumbles are vegan. "Our seaweed is nature's perfect snack," says Annie.



Seaweed offers the broadest range of minerals of any food on the planet, containing 10 to 20 times the mineral concentration of land plants, plus protein and fiber. A serving is low in calories (25-100) and packed with flavor and nutrients. Seaweed is an excellent source of iodine and vitamin K and a very good source of folate, magnesium, iron, and calcium. Seaweed also contains measurable amounts of vitamins C and E, which help the absorption of other nutrients.

"Seaweed is enjoyed in many places around the world, but Americans are recent discoverers of this wonder-food," explains Steve.

Community and Planet

"We believe that a successful company has a responsibility help make the world a better place," says Steve. To that end, the company has started the "GimMe Healthy Kids" program to help improve children's nutrition by raising awareness of seaweed as a super healthy snack and by donating GimMe products to food banks and school lunch programs.

"Every child deserves to eat healthy meals, every day—and we are committed to helping make that happen, one snack at a time," says Annie.

Those interested in the program should send an [email](#) to the company.

More About GimMe

Learn more about GimMe Seaweed Snacks at www.gimmehealth.com and join the fun on the [GimMe Facebook](#) page.

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