



FOR IMMEDIATE RELEASE

New Jersey-based Kekoa Foods Selected to Join Sprouts Farmers Market Forager Select Program.

West Orange, NJ – Kekoa Foods, an all-natural organic baby food company will soon be available at Sprouts Farmers Market as part of the Forager Select Program.

Beginning in May 2023, Kekoa Foods baby food pouches will be on-shelf and in the Forager (Innovation) Center nationwide in approximately 380 stores.

Founded by David Fullner, Founder and CEO, and Daniel Auld, Co-Founder and President of Education & Research, Kekoa Foods is dedicated to providing parents with high-quality organic baby foods made with 100% natural ingredients.

Said CEO David Fullner, "We're so proud of this partnership with Sprouts Farmers Market. Their mission, 'to empower every person to eat healthier and live a better life' precisely aligns to Kekoa Foods' core values. This partnership is a fantastic match for us."

FOUR NEW FLAVORS

In March, Kekoa Foods added four new SKUs to its product line: Peas & Mint, Mango Paprika, Shawarma Artichoke & Cauliflower, and Squash & Kale with Turmeric. Each puree is designed to expand babies' palates and promote healthy eating habits from an early age. These new SKUs join the existing Apple & Ginger, Beets Fennel & Kale, and Curry Vegetable Mango flavors, all of which will be available at Sprouts Farmers Market.

Kekoa Foods' baby food pouches are a great option for the on-the-go parents who want a convenient and healthy option for their infants and toddlers. The company's pouches make it easy to provide nutritious meals while out and about. And the ingredients provide parents with peace of mind knowing that they are giving their babies the nutrients they need during a crucial developmental stage in life.

RECOGNIZED FOR GIVING BACK

The company has received recognition for its efforts to promote healthy eating habits. Kekoa Foods was nominated for the NJBIZ Business of the Year Award and has participated in nutrition panels with partner organizations including the YMCA and Caresparc Community Connections both of which serve the Newark, NJ communities.

Kekoa Foods also donated 12,000 pouches to their neighbors at Summit, NJ's GRACE (Giving and Receiving Assistance for our Community's Essentials), demonstrating the company's commitment to making healthy food accessible to all.

For more information, please visit www.kekofoods.com or email info@kekofoods.com.

ABOUT KEKOA FOODS

At Kekoa Foods, clean eating is a top priority. The company sources only the highest-quality organic ingredients and creates delicious combinations that cultivate a taste for foods with no added sugar or salt. This commitment to clean eating makes Kekoa Foods a top choice for parents who want to give their babies the best possible start in life.

Contact: David Fullner Founder and CEO Kekoa Foods info@kekofoods.com.

About Sprouts Farmers Market, Inc.

True to its farm-stand heritage, Sprouts offers a unique grocery experience featuring an open layout with fresh produce at the heart of the store. Sprouts inspires wellness naturally with a carefully curated assortment of better-for-you products paired with purpose-driven people. The healthy grocer continues to bring the latest in wholesome, innovative products made with lifestyle-friendly ingredients such as organic, plant-based and gluten-free. Headquartered in Phoenix, and one of the largest and fastest growing specialty retailers of fresh, natural, and organic food in the United States, Sprouts employs approximately 31,000 team members and operates approximately 380 stores in 23 states nationwide. To learn more about Sprouts, and the good it brings communities, visit about.sprouts.com.