

New Veggie Wedgies Offer French Fry Appeal to Toddler Nutrition



With thousands of new moms returning to the workforce each day, the demand for convenient toddler food is on the rise, but what mom wants to sacrifice their growing child's nutrition in the name of quick and easy? Luckily, Peas of Mind popped into the scene a few years ago to address this issue with their hand-crafted Puffets (two varieties are dairy-free), homemade frozen meals that little ones can easily hold and devour.

Unable to stop coming up with ideas, Jill Litwin, the company's founder, has now developed and released Veggie Wedgies to accompany their original product line of Puffets. Veggie Wedgies are baked, crispy french fries made from real vegetables. They come in four different flavors, which include Baked Broccoli, Baked Carrot, Baked Cauliflower and Baked Apple. According to Lutwin, Veggie Wedgies are vegan, gluten-free, fat free, and completely allergen-free and they make a great snack or side dish for the whole family.

The new product line of Veggie Wedgies earned Peas of Mind the title of R&D Team of the year for the less than \$100 million in sales category, an honor given by FoodProcessing.com.

Plus, skeptical moms will be happy to know that ...

- ▶ Unlike regular french fries which are filled with oil and sodium, Veggie Wedgies are baked full of vitamins and nutrients.
- ▶ 1 serving of Veggie Wedgies (14 fries) contains over a serving of fruits or vegetables (per the USDA guidelines).
- ▶ 1 serving of Veggie Wedgies (14 fries) contains more than 1/2 the recommended daily intake of fruit or vegetables for growing kids (per the American Heart Association guidelines).

Peas of Mind products sell in a growing number of grocery stores nationwide (including Whole Foods, Super Target, and Sprouts Markets) and can also be ordered online on Amazon.com for direct shipment to customers throughout the U.S.