



# **HOMEMADE BABY®**

**Baby Food Just Got Fresh**

**News: For immediate Release**  
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## **Homemade Baby® , America's Freshest Certified Organic Baby Food Becomes America's First Baby Food Brand Certified Entirely Gluten-Free.**

CULVER CITY, Calif. – (April 2, 2008) – Baby food category innovator Homemade Baby®, America's first and only FRESH all-organic baby food, has become the only certified gluten-free brand of baby food in the USA. While gluten-free products are available from other baby food brands, Homemade Baby is the only baby food brand serving *all* recipes certified gluten-free.

Collaborating closely with The Gluten-Free Certification Organization, Homemade Baby was the first brand to obtain gluten-free approval & certification for its entire brand. The 10 scrumptious recipes can be part of a healthy gluten-free diet for babies and toddlers.

According to The Gluten-Free Certification Organization, gluten is a general name for storage proteins found in wheat, rye, and barley. Gluten intolerance or sensitivity may cause health problems for some babies. FOOD TECHNOLOGY MAGAZINE cited gluten-free products as one of America's Top Ten Food Trends as gluten-free fare is gaining significant consumer importance.

Theresa Kiene, Homemade Baby's Co-Founder and Chief Executive Mommy, understands that moms are increasingly concerned about gluten in the diet of their babies and toddlers. "Our brand, with recipes that are cooked fresh daily and use only the finest all-organic ingredients, was a prime candidate for brand-wide gluten-free certification", said Theresa, who is the mother of 3 girls, aged 4, 6, and 9. "Because we are already certified USDA Organic (by Oregon Tilth), and certified Kosher (by Kosher Overseers of America), moms kept asking us about gluten in their babies diet. They simply wanted a gluten-free brand of baby food." Theresa gathers insights in mom to mom interactions during her nation-wide public speaking engagements on developing healthy eating habits, and in mom to mom chats in the company's Baby Food Tasting Room in Culver City.

Homemade Baby, introduced in 2005, broke the category paradigm that baby food must be jarred or frozen. The company was founded on a simple premise: Feeding your baby FRESH foods helps establish healthy eating habits for life. Kiene recognizes moms want to cook fresh baby food from scratch, but also understands that it is not always practical or possible to do so. So, HOMEMADE BABY was born.

America's Freshest All-Organic Baby Food is sold fresh in the Chilled Dairy at leading Natural Food Stores. Visit [www.homemadebaby.com](http://www.homemadebaby.com) to learn more. For more information on gluten-free diets, and to see a listing of all products that are certified gluten-free by the Gluten-Free Certification Organization visit [www.gfco.org](http://www.gfco.org)

## **About Homemade Baby**

Founded in 2005 by two parents desperate for healthy, wholesome food for their small children, Homemade Baby is the first company in America to offer fresh organic baby food. Homemade Baby donates 10 percent of the food it cooks to charities that serve undernourished children.