



Helping picky eaters learn
to love veggies!

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THE PROBLEM
Veggies are a struggle!



A woman with dark hair tied back, wearing a light purple long-sleeved shirt, is smiling warmly as she feeds a baby. The baby is lying down, wearing a grey long-sleeved shirt and white socks, and is holding a white bottle with a purple floral pattern. The background is a bright, out-of-focus indoor setting with green plants. A large, semi-transparent watermark reading 'CONFIDENTIAL' is oriented diagonally across the image.

THE OPPORTUNITY

Food **preferences** are **influenced** by repeated **exposure**; even **bitter** and **complex flavors** (like veggies) can be learned!



THE SOLUTION



EasyPeasie Veggie Blends

Dried and ground veggies that
can be sprinkled on anything!

*A fun and easy way to teach veggie flavors to
babies and picky eaters of any age*



FEATURES

- 😊😊 non-GMO responsibly-sourced blends of vegetables
- 😊😊 no fruit fillers
- 😊😊 tasty and mild-flavored
- 😊😊 no added salt, no added sugar
- 😊😊 no artificial colors, no artificial flavors
- 😊😊 shelf-stable
- 😊😊 portable
- 😊😊 made in the USA





BENEFITS

- 😊😊 Helps the kids get used to vegetable flavors with every sprinkle!
- 😊😊 Lets big kids play with their food, adding all natural color and flavor with every sprinkle!
- 😊😊 An easy way to add veggie nutrition to any meal or snack – even when the kids are resisting, or the family is on-the-go!
- 😊😊 Money-saver! Servings of veggies that won't spoil this week.
- 😊😊 Healthy seasoning! Adds flavor without adding salt, artificial colors, or artificial flavors.



NATURAL BLEND

- 😊😊 **EasyPeasie Natural Blend** – the original blend – is our best combination of carrots, peas, and butternut squash.
- 😊😊 Great for super picky eaters because of its mild flavor and easy-to-disguise color, Natural Blend is a favorite of speech/language pathologists and therapists, and parents of kids with true feeding disorders and aversions.
- 😊😊 It is light-tan in color and has a very mild, slightly sweet taste. It blends well into different types of sweet and savory dishes: spaghetti, applesauce, oatmeal, orange juice, pancakes, smoothies, and more!





GREEN BLEND

- 😊😊 EasyPeasie Green Blend is a tasty combo of carrots, peas, sweet potatoes, kale, and spinach.
- 😊😊 Our most popular when just one Blend is purchased!
- 😊😊 Green is our sneakiest combo of carrots, peas, sweet potatoes, kale, and spinach. It'll turn the color of your applesauce, eggs, and oatmeal an awesome pale green! Great for GREEN SMOOTHIES!





RED BLEND

- 😊😊 **EasyPeasie Red Blend:** Kids and grown-ups alike will be WOWed by **Red** — our best blend of carrots, peas, squash, and **beets**.
- 😊😊 Watching your food and drinks slowly take on the beautiful warm color of beets is simply magical! You'll be amazed by the vibrant color, yet mild veggie taste of **Red Blend**.
- 😊😊 It seamlessly blends with everything (including "yo pudding" as featured on Good Day Orlando), and can be a sugar substitute in many recipes. Everyone in the family will have fun with **Red** :)





BROCCO BLEND

- 🥰 **EasyPeasie BroccoBlend** -- stars that member of the cabbage family (broccoli) that the littlest members of your family love the most (hee hee)!
- 🥰 This light-green, mild-flavored -- even sweet! -- combination of carrots, broccoli, peas, and butternut squash is sure to please parents and picky eaters alike!
- 🥰 Use like Natural Blend -- great in sweet and savory dishes and for super picky eaters because of its mild flavor and easy-to-disguise color





TURMERIC BLEND

- 🥰 **EasyPeasie Turmeric Blend** - carrots, peas, butternut squash, turmeric, and a hint of cayenne pepper! Help your kids learn veggie flavors AND spice up their palates!
- 🥰 Turmeric has been used for thousands of years, largely for flavor and medicinal purposes. In ancient medicine, turmeric was used as a digestive aid and an anti-inflammatory.
- 🥰 **Spice Rack Turmeric Blend** is great for popcorn, sauces, curries, soups, dips, burgers, sandwiches; really any savory dish! And as you've probably experienced at our markets, **Turmeric Blend** also adds a nice balance to sweet treats such as applesauce :)





GINGER BLEND

- 🥰 **EasyPeasie Ginger Blend** - carrots, beets, peas, butternut squash, ginger, and cinnamon! **Ginger Blend** is an amazing veggie- and flavor- hack for all of your sweet dishes.
- 🥰 You know EasyPeasie Red Blend -- our best blend of carrots, peas, squash, and **beets**. Watching your food and drinks slowly take on the beautiful warm color of beets is simply magical! Round out those flavors with the warm, complex spices -- ginger and cinnamon -- and you get **Ginger Blend!**
- 🥰 Just like **Red Blend**, use Ginger Blend in sweeter dishes and snacks -- applesauce, yogurt, nutella, peanut butter, puddings, and as a sugar substitute in baking -- pies, cakes, brownies, cookies, pancakes... Swap it out for RedBlend when you want to take it up a notch!



SUMMARY

- 🥰 Early acquisition of a **taste for veggies** leads to more vegetable intake and **better health!**
- 🥰 EasyPeasie is poised to be a leader in early and repeated introduction of vegetables to kids (**veggie palate priming**)
- 🥰 **EasyPeasie** relieves the stress of making sure kids get in a little veggie nutrition at every meal!

