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**KIDFRESH TO DEBUT ITS BREAKFAST LINE AT EXPO WEST 2019**
*Beloved Frozen Food Brand Launches Protein-packed waffles*

**ANAHEIM, CA (March 6-8) -** At this year's Natural Products Expo West,[**Kidfresh**](http://www.kidfresh.com/), the brand of wholesome frozen meals that sneaks in vegetables and grains into foods that kids love, will be debuting their new line of kids’ breakfast items, which will include waffles and breakfast burritos. **Kidfresh** will be sampling their kids favorites, alongside their new delicious, better-for-you waffles. **Kidfresh** invites all show attendees to try their latest meals and foods at booth #N1703 on Level 200 in the North Hall.

Staying true to the **Kidfresh** mission of providing wholesome meals that kids (and parents) love, **Kidfresh**'s new Waffles are packed with goodness and are made with no artificial colors or flavors and no preservatives. In three mouthwatering flavors: Homestyle, Blueberry and Chocolate Chip, **Kidfresh** Waffles are loaded up with everything any parent would want for their kids. All three traditional and tasty flavors contain 8g of protein, 5g of whole grains, 8 vitamins, 8 minerals in one serving and are a good source of fiber. Not to mention the Waffles contain butternut squash, for added nutritional value..

“We are excited to expand Kidfresh into the breakfast segment. We know that parents are looking for healthier options for their kids to start the day off right ,” says **Kidfresh** Founder Matt Cohen. “Our waffles are so delicious, loaded with real ingredients, (like real blueberries or real chocolate chips and nutrients (like vitamins and minerals). This is what kids need to start of their day and we’re so excited to provide a better alternative to family’s busy morning!

**Kidfresh** will be exhibiting at the Natural Products Expo West March 6-8 at the Anaheim Convention Center located at 800 W. Katella Ave, Anaheim, CA 92802. **Kidfresh** invites attendees to stop by booth #N1703 to sample their latest products. For more information on the trade show, please visit [www.expowest.com](http://www.expowest.com). For more information on **Kidfresh**, please visit [www.kidfresh.com](http://www.kidfresh.com).

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**About Kidfresh**

Created by parents for parents with the help of pediatric nutritionists and top chefs, **Kidfresh** has grown from its initial concept store in New York City to become a pioneer in frozen kids’ meals packed with goodness and hidden vegetables. **Kidfresh** is the solution to today’s busy moms and parents that want convenient and better-for-you kids’ meal options, now available in over 10,000 grocery stores nationwide. For more information on **Kidfresh**, visit [www.kidfresh.com](http://www.kidfresh.com).