



Smile-Good News

Issue #1

August, 2008

Dear Friend,
Welcome to our very first Enjoy Life newsletter.

Everyone here at Enjoy Life has been very busy over the last few months and we have lots of exciting news to share. We will be sending out our **Enjoy Life Smile-Good News** four times a year...we wish it could be more frequent, but we've got lots of cookies to bake and more yummy new products to develop.

It is now safe to release your inner choco-holic!



Finally, a delicious chocolatey bar almost everyone can enjoy any time. **Dairy, nut and soy FREE boom CHOCO boom bars** have now arrived on store shelves in three choco-licious varieties: *dairy-free rice milk, dairy-free rice milk with crispy rice and dark chocolate*. So go ahead and give in

today!

Now available at Whole Foods Market, glutenfreemall.com, allergygrocer.com and peanutfreeplanet.com. More stores are coming soon, so check our website for updates!

Coming soon: online coupons!

E-coupons for Enjoy Life products will be available very soon at www.enjoylifefoods.com

What you are saying...

about our new [boom CHOCO boom bars](#)...

Delicious! A real happy allergic child is covered in chocolate and smiling right now. It's his first real chocolate bar. I've got all three flavors and he (we) love them ALL!

Look out Hershey's! We're taking over the world. Peanut and milk allergic children all over the place are going to be as happy as mine is! Delicious!!!

2008 FAAN Walks for Food Allergy



For the second consecutive year, Enjoy Life is a *national sponsor of the [26 Walks for Food Allergy](#)* planned in cities throughout the US.

Look for members of our ELF team at the walk site, and come by and say hello. We'll be there to answer your questions about living with food allergies/intolerances and to hand out samples and other cool stuff. Proceeds from the walks benefit the Food Allergy & Anaphylaxis Network (FAAN) which is dedicated to increasing awareness of food allergies through research, education and advocacy.

Take me out to a (peanut-free) ballgame!



This summer Enjoy Life was the proud sponsor of six peanut-free minor league baseball games. Thanks to the *Kane County Cougars (IL)*, *West Michigan Whitecaps*, *Reading Phillies (PA)*, *Clinton Lumberkings (IA)* and *Frederick Keys (MD)*, peanut-allergic fans can now enjoy a baseball game safely.

Enjoy Life is thrilled to help make this all-American pastime a reality for families. We were at all the games, meeting fans and handing out samples, coupons and information. We're looking forward to sponsoring even more games next summer. *Contact your local team to ask them to consider hosting a peanut-free game or creating a peanut-free zone in the ballpark!*

New allergy-friendly symbol



You might have noticed that we've changed the labeling on our products slightly. We recently redesigned the "allergy-friendly" symbol on the front of our packages (see left) in response to some consumer comments that we received.

This new symbol is designed to be *even more* explicit than the original "allergen-free" symbol and to minimize any confusion on the part of our food allergic consumers. The new symbol reads: *"allergy-friendly, free of the eight most common allergens,"* whereas the old one read, *"allergen-free, free of all common allergens."* As always, the label directs people to read the back or side panel of the box for more complete ingredient information.

What we're working on now

We really value the feedback you provide, both positive and constructive. We've heard your comments and so *we're hard at work on a NEW & IMPROVED formula for our [Enjoy Life granolas](#)*. Betsy, our director of product development, has some exciting (and tasty) changes in the works, so stay tuned for more news soon!

Nutrition Notes: Fortification

We recently conducted an online survey to learn what you think about fortification of our products. Here's what you told us...

- 1,350 people responded
- 61% are aware Enjoy Life snack bars are fortified with added vitamins & minerals
- 79% feel it is very/somewhat important for our snack bars to be fortified
- 71% feel more positive about our bars knowing they are fortified

ELF social life

Check out our new pages on [Facebook](#) and [MySpace](#).

Quick Links

- [home page](#)
- [our foods](#)
- [new products](#)
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Enjoy Life is making news



Our new *boom CHOCO boom* chocolatey bars were featured on CBS' *The Early Show* on August 16th in a segment on going back to school with food allergies. They will also be on NBC's *The Today Show* on August 28th. Woohoo!

Enjoy Life products were also featured in *Better Nutrition* and *Women's Health* magazines. Look for us in the October issue of *Family Circle*.

Thanks for your continued support, we really appreciate it!

Wishing you happy & healthy eating,

Your friends at Enjoy Life



Other allergy-friendly foods from the makers of Enjoy Life

Nut- and gluten-free cereals
Perky O's (3 flavors)
Perky's Nutty Flax
Perky's Nutty Rice



www.perkynaturalfoods.com

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