



Also on hand at the Enjoy Life Foods booth will be Consulting Chef, [Kendra Peterson](#) from [Drizzle Kitchen](#), who will be preparing Carmelized Cinnamon Banana Pancakes, Citrus-Berry Muffins, and Double Chocolate Brownies, all with the new mixes.

“We are thrilled to be offering retailers and consumers an entire new product line that extends our trusted brand and allows for new and exciting ways for people to enjoy more allergy-friendly foods,” said Joel Warady, Chief Sales and Marketing Officer, Enjoy Life Foods. “As a leading brand in the free-from baking category with our award-winning baking chocolate, we are giving our consumers something that people love - the taste of fresh home-baked goods combined with the time-saving convenience of baking mixes.

The prevalence of food allergies continues to increase according to the Centers for Disease Control and Prevention (CDC) with 4 to 6 percent of children and young adults having food allergies; an overall increase of nearly 20 percent between 1997 and 2007. Food allergies have become the most common cause of anaphylaxis, a sudden and severe allergic reaction that can be fatal. There is no cure for food allergies with strict avoidance of the allergen as the only way to prevent a life-threatening reaction.

About Enjoy Life Foods

Enjoy Life Foods (www.enjoylifefoods.com) is the leading brand in the Free-From category. All products are certified gluten-free and free-from the top eight allergens (NO: wheat, dairy, peanuts, tree nuts, egg, soy, fish and shellfish) making them safe for over 100 million individuals who live with food intolerances. In addition, all products are verified non-GMO. Enjoy Life was founded by Scott Mandell 13 years ago with the mission to create great-tasting, gluten free, allergy-friendly products. Today the product line has grown to 46 different foods across six categories all of which are sold in natural food, conventional grocery stores, and mass retailers throughout the U.S. and Canada, as well as specialty online retailers. Enjoy Life’s mission and company promise is to deliver safe, better-for-you products free from the top eight allergens, but not free-from taste!

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