



For Immediate Release

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VEGGIE PATCH COOKS UP CONTEST TO SNEAK MORE VEGETABLES INTO DISHES ACROSS AMERICA

Better-for-You Food Company Teams Up with Celebrity Chef to Help Moms Please Picky Eaters

TAUNTON, Mass. (December 27, 2010) – Carrots in mac n’cheese? Sweet potatoes in pancakes? Spinach in brownies? [Veggie Patch](http://www.veggiepatch.com) (<http://www.veggiepatch.com>) makers of better-for-you vegetarian foods and meatless snack options, today introduced [The Ultimate Sneak-Away Contest](#) with best-selling author and culinary expert, [Missy Chase Lapine](#)—known as *The Sneaky Chef*—to give moms clever new tricks for sneaking real vegetables into some of America’s favorite foods.

The Ultimate Sneak-Away Contest, hosted on [Facebook](#) (<http://www.facebook.com/EatVeggiePatch>) invites moms to share their “Sneak of the Week” – a favorite tip, trick or recipe designed to sneak veggies into a meal, snack or dessert. One lucky “Sneak of the Week” submission will win The Ultimate Sneak-Away grand prize, including an exclusive, in-person culinary consultation with Missy Chase Lapine, where she will share cooking tips and provide custom nutritional advice. In addition, Missy will prepare a delicious dinner for the family while mom sneaks out of the kitchen to enjoy a relaxing spa treatment.

“Veggie Patch shares a common desire with most moms – we want to see more vegetables on the tables of every family across America. But we know it can be tough getting children to eat them!” said Amy McKeag, brand manager of Veggie Patch. “With our Ultimate Sneak-Away Contest, we’re giving moms tools to cook up healthy, veggie-filled meals every night of the week, whether it’s a new recipe or a Veggie Patch meatless meal the whole family will love.”

The contest will run for five weeks, with three recipes selected weekly by Veggie Patch and Missy Chase Lapine as the featured “Sneak of the Week.” At the end of the contest, a total of 15 finalists, dubbed “Undercover Mothers,” will receive prize packages, including a year’s worth of Veggie Patch products and a Flip Video™ UltraHD™ Camcorder to film themselves in the kitchen whipping up their recipe and providing step-by-step cooking instruction to help others re-create the dish in their own home. All videos will be uploaded to the contest Facebook page and on February 15 voting for

the Undercover Mothers will begin. Consumers, fans, friends and family can vote online for their favorite Undercover Mother video and recipe to win The Ultimate Sneak-Away grand prize.

“All moms know how important vegetables are to providing their family with a balanced and healthy diet, especially for growing children, which is why it’s critical to have an arsenal of both scratch recipes and packaged foods to meet those needs,” said Missy Chase Lapine. “Together, Veggie Patch and I are trying to make it a little bit easier for moms to meet that recommended daily consumption for their families in a totally undetectable and delicious way.”

The Ultimate Sneak-Away Contest launches on Dec. 27, 2010, and entry submissions close on Jan. 30, 2011. Voting for the Undercover Mothers is open from Feb. 15 through Feb. 22, and the grand prize winner will be announced on Veggie Patch’s Facebook page on Feb. 23, 2011.

About Veggie Patch

Veggie Patch offers tasty, healthy and convenient vegetarian foods and meatless options ideal for snacks, lunch and dinner. Veggie Patch takes some of America’s favorite foods and makes them healthier by eliminating extra fat, calories, chemicals and other concerns posed by meat. Products include main dish items, kid-friendly vegetable and cheese bites and other appetizers. All Veggie Patch products are made from real vegetables, high in protein and free of trans fats and MSG. Look for Veggie Patch products in the chilled and frozen food aisles at leading supermarkets nationwide. For more information, visit <http://www.veggiepatch.com> and <http://www.facebook.com/EatVeggiePatch>.

About Missy Chase Lapine

Missy Chase Lapine is best known as the creator of the wildly successful Sneaky Chef® series of books, including the New York Times bestseller, *The Sneaky Chef: Simple Strategies for Hiding Healthy Foods in Kids’ Favorite Meals*. The Sneaky Chef books have inspired not only families around the country, but have established a whole new healthy eating and lifestyle brand category. Missy is a member of the Mom Squad, a Parenting Magazine panel of high-profile experts who are featured regularly in the magazine. She has been a cooking instructor at New York’s finest culinary schools, and also serves on the Children’s Advisory Council of Morgan Stanley Children’s Hospital of New York-Presbyterian where Sneaky Chef recipes are served to patients. For more information, visit <http://www.thesneakychef.com>.

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