

Mambosprouts.com Launches New Enhanced Natural and Organic Recipe Section

Chef Keith Snow Offers Healthy Recipes and Cooking Tips

October 14, 2009 – Collingswood, NJ — Organic cooks are getting a dose of inspiration as Chef Keith Snow of Harvest Eating joins the *Mambosprouts.com* team as the official Mambo Sprouts Organic Chef. Mambo Sprouts has expanded its online educational resources with Chef Snow's expertise, offering new recipes and cooking videos featuring organic ingredients. Recipes will incorporate ingredients from the Mambo Sprouts printable e-coupon section, helping value conscious organic consumers incorporate greater savings into their everyday menu planning.

"Our studies show that people are still committed to buying organic in this economy," said Matthew Saline, CEO for Mambo Sprouts Marketing. "One way they are managing their food budget is by cooking more meals at home. This is an opportune time to reach and assist those cooks with healthy, cost-conscious recipes."

Mambo Sprouts has made it even easier to find recipes with new search-by-ingredient or -brand features. Other enhanced search functions include gluten-free, dairy-free and vegan diet options. Also new are categories for seasonal and kid-friendly recipes.

Throughout the section, users can rate and comment on recipes to share tips with other readers. Visitors are also invited to submit their own meal ideas.

Chef Snow is the creator of Harvest Eating, an online social network dedicated to seasonal cooking, and author of The Harvest Eating Cookbook. Harvest Eating includes an ever-growing library of over 325 cooking demonstration videos and more than 800 categorized recipes.

As part of this partnership, Chef Snow will incorporate cost-saving solutions into his recipes. "With the current economic climate, Mambo Spouts is making it easier for families to purchase their favorite organic and healthy food brands," says Chef Snow. "I'm excited to partner with them to inspire those families with video and recipe content that makes seasonal cooking easy."

"Chef Snow is one of the most recognized names in sustainable cuisine, yet he understands the needs of the busy home cook," said Saline. "He offers streamlined recipes in a casual manner that helps people understand just how accessible organic cooking really is."

Mambo Sprouts is more than a resource for healthy and organic recipes online. Visitors can find added savings by printing e-coupons from the site or signing up to receive Mambo's seasonal coupon booklet. Mambo Sprouts is enabling more home cooks to incorporate organic foods into their meal planning, thanks to its mix of easy recipes and online savings coupons.

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press release

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ABOUT MAMBO SPROUTS: www.mambosprouts.com Mambo Sprouts Marketing is a full service health, natural and organic foods and products marketing and promotions company. Through their online, mail and in-store programs, Mambo Sprouts reaches over 2 million proven N&O shoppers quarterly. Mambo offers manufacturers and retailers a complete range of customized programs including: the industry's first and only natural product co-op mailer featuring an optional custom solo mailing; Mambo Sprouts natural and organic product Messenger newsletter and coupon books distributed quarterly to 385,000 N&O consumers; offline and Web-based market research services; offline and online mail list development; **Go Mambo!**, Mambo Sprouts' mobile promotions van that travels throughout target regions distributing product samples and coupons at major events and festivals; Web marketing including natural product instant e-coupons, sample offer promotions, and a monthly targeted health e-newsletter.

Mambo Sprouts is based in Collingswood, New Jersey. For information call (856) 833.1933 or visit www.mambosprouts.com