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To Whom it May Concern:

I am writing this letter to endorse Bambinos Baby Food owned by Zoi Maroudas as the Alaska Small Business Development Center's choice for the 2015 InnovateHER competition. Our team of judges unanimously agreed that this business provided a professional business plan and video submission that best exemplified their ability to improve the lives of women and families.

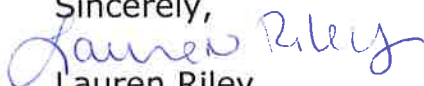
Parents have become increasingly busy and there is a need in the babyfood marketplace for healthy "frozen fresh" food that makes it easy for parents to keep their children healthy and happy.

According to the Bureau of Labor Statistics, 60.2% of married-couple families with children have two working parents. Although women are working full time, they are also often tasked with the bulk of the child care at home. Products like Bambinos Baby Food make it easier for women to feel good about the health choices they are making for their children while minimizing the time they are spending preparing meals.

While they have proven their market at a local level, Bambinos Baby Food has created a comprehensive plan to increase their reach nationwide by scaling their ability to manufacture large quantities of food.

We sincerely hope you will consider Bambinos Baby Food to advance to the next level of the InnovateHER competition. If you have any questions, please feel free to contact me.

Sincerely,



Lauren Riley

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Alaska Small Business  
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