



For Immediate Release  
Contact: Chance Claxton  
866-410-9667

### **KIDS KONSERVE LLC DEBUTS NEW PRODUCTS AT THE ABC KIDS EXPO**

**(September 27, 2010 – Phoenix, AZ)** Kids Konserve LLC, a brand known for their reusable, waste-free lunch kits, is introducing their new Whimsy Line of Snak Paks and their popular Sweat-Free Ice Packs now available in new colors, Magenta and Mud, at the ABC Kids Expo at the Las Vegas Convention Center on October 10th - 13th.

Kids Konserve will debut their waste-free Whimsy Snak Paks, the perfect solution for parents who are looking for a waste-free, reusable solution to pack their children's on-the-go snacks and light meals in. The waste-free Whimsy Snak Paks are available in Navy & Mud and Magenta & Mud and retail for \$35.

Kids Konserve will also introduce their new Magenta and Mud sweat-free ice packs made from recycled bottles. These ice packs are the perfect way to keep food cold without getting anything wet and the Sweat-Free Ice Packs fit perfectly in the bottom of the new Whimsy Snak Paks, as well as the Kids Konserve waste-free lunch kits and insulated lunch sacks - also made from recycled plastic bottles.

Making their first appearance at the ABC Kids Expo, Kids Konserve will debut their Food Kozy™ reusable food wraps in two new colors, magenta and mud. The Food Kozy™ 2-Pak is also available in green and orange and retails for \$9. They can be hung on a hook for easy display or purchased on a clip strip. The perfect solution for retailers to hang in their plastic baggie aisle to educate the consumer on the importance of REUSE with this easy to use, non-toxic, FDA approved food wrap.

Launched in 2008, Kids Konserve provides solutions for packing waste-free lunches. All Kids Konserve products are non-toxic, non-leaching, BPA, phthalate, lead and PVC free. The product designs are eco-chic and not only appeal to children but adults, as well, due to the clean, modern feel of the graphics.

Kids Konserve is the first company to educate consumers and retailers alike on the importance of "REUSE" using only BPA, lead, phthalate and PVC free materials. Kids Konserve makes it easy with their stainless steel containers, bottles and food kozies, so that parents, who know they need to take a step toward helping the environment, can.

Kids Konserve products are available on their website, [www.kidskonserve.com](http://www.kidskonserve.com), and at select retail locations.

###

Visit Kids Konserve at the ABC Kids Expo at the Las Vegas Convention Center October 10th - 13th, in the Naturally Kids Section, Booth Number 1915.