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KIDS CAN STAND THE HEAT SO GET ‘EM IN THE KITCHEN TO WHIP UP HEALTHY HABITS FOR LIFE

Intro To Baking, Pizza Making & Cookies For Santa Are Newest Kits By Handstand Kitchen As Families Get Healthy Having Fun Through Food

Calabasas, CA (September 1, 2016) – How many times does a mom or dad hear these words, “what’s for dinner?” One enterprising company, Handstand Kitchen, lets chefs as young as preschoolers measure, toss, stir and bake with amazing results from Chicken Lettuce Wraps to Ice Cream Cone Cupcakes. Of course wearing a pint-size chef’s hat, apron and holding junior-sized utensils makes this delicious fun.

The iconic image of whipping up Christmas cookies in Grandma’s kitchen while wearing matching aprons and licking the bowl is the stuff of childhood. Just in time for holiday giving (and baking) is Handstand Kitchen’s **Cookies For Santa Set (\$40)** and **Intro To Baking (\$25)**. It’s not just cookies but kid-friendly Italian (pizza!), Mexican (tortillas!) and Chinese dishes that kids want to create from healthy ingredients. When you bake at home, you get rid of processed ingredients and learn skills.



“If your little ones are like mine, than no sooner than you turn on the stove, they’re not far behind asking to help in the kitchen,” writes mom blogger *The Centsible Mommy*. “My boys (the little aspiring chefs) love helping in the kitchen and learning to cook. Not only does the **Handstand Kids Italian Cookbook Kit (\$30)** feature delicious Italian recipes formatted in a way children can understand, but it also introduces them to the foods and language of a different culture.” Packaged in a pizza box (!) with a child-friendly pizza cutter, chefs 3 years old and up will be surprised to see the utensils and ingredients translated into Italian to speak the lingo of Italy as they cook. *Mama mia!*

Their stocked website, www.HandstandKitchen.com, is a wonderland of kid’s products that turns the kitchen into a delicious science experiment that’s good enough to eat! Kids may not even realize they are discovering healthy eating habits, learning about cuisine of different cultures. Of course there are accessories from aprons and chef’s hats to whisks and dry ingredients to create the whole enchilada, foodie speaking!

The trend of capable pint-size chefs has been building for years and Handstand Kitchen is proud of being at the forefront, almost a decade ago, with age-appropriate kits and wearable accessories (oven

mitts, hats and aprons). Now anyone can switch on the Food Network and be dazzled by *MasterChef Jr.* or *Rachel Ray's Kids Cook-Off*. Kids can be cool as a cucumber in the kitchen and Handstand Kitchen harnesses that love of making something from scratch that's healthy, delicious and full of pride!

"We are not only on trend, but here to stay," proclaims Handstand Kitchen CEO and Founder Yvette Garfield. Industry experts from *TD Monthly* to *Creative Child* have always liked what they saw over the years and have awarded Handstand Kitchen top prizes for empowering kids to learn, make and enjoy healthy recipes from around the globe. Licking your fingers are encouraged and dressing the part makes this irresistible to boys and girls.

On a recent click of their homepage (www.HandstandKitchen.com) grownups may have caught an adorable video of two freckled faced girls working with Garfield to make cupcakes in a cone. They studiously mix their dry ingredients -- flour, sugar, baking soda, salt -- then add wet ingredients of milk, vanilla, butter, applesauce and eggs. After vigorous hand mixing, the aproned girls gingerly use a teaspoon to fill a small ice cream cone halfway to bake. In a few minutes the fresh-from-the-oven cupcakes are ready for yummy buttercream frosting via a pastry cone. The expressions of their bright-eyed faces are priceless. The episode ends with the addition of sprinkles!

These types of episodes have been repeated in kitchens everywhere since 2007. Parents, grandparents and teachers who have used Handstand Kitchen kits happily write in to the company with gushing anecdotes.

"I loved using the Handstand Kitchen cookbook and would highly recommend it to anyone cooking with children of any age or ability. The recipes are so easy to follow, and adapt and we were 100% successful with each recipe that we tried! I will be buying more Handstand Kitchen cookbooks as gifts for my friends who like to cook with their children and grandchildren, birthday gifts for children, and will also purchase one for our pre-school to use."
- Betty B. Lazarus

A letter from a teacher, librarian, and educator with Dream Street camp for children with physical disabilities shows that every kid wants to learn to cook:

"Xavier and I would like to thank you for your wonderful kid-friendly cookbook! Last night, Xavier made the "Best-o Chicken Pest-o" and it was delicious! This was his first time trying pesto sauce and he said that it was "Very, very good!" As a parent I commend you on the multicultural focus of your book. The bios that you included for each of the Handstand Kids were a delight to read. Once again, thank you and we look forward to your future books."
- Jamila & Xavier Banks

Where does all this creative cooking with a subliminal mission come from? The story goes back ten years ago when law school grad Yvette Garfield switched from the serious fight for international children's right to something equally worthwhile but light hearted, healthy eating habits.

"I have a passion for kids issues, travel and food," she'll warmly share with you. "And I combined all these to create Handstand Kitchen. I want to empower kids to eat healthy and learn the skill of cooking as a child to have a lifetime of healthy eating habits. Maybe it was because as a kid I had high cholesterol and my dad became a diabetic when I was 8. I always realized that food was powerful and a way to not only connect you to your community, but to live a healthy and vibrant life."

Vibrant starts with the look of an aspiring chef with adorable Milk & Cookies-themed apron, hat and oven mitt or choose from a half dozen colorful styles. Handstand Kitchen offers adult and kid sizes (and even a doll size) to create the perfect cooking atmosphere. Made from 100% cotton, aprons are machine washable, have easily adjustable ties and each has a single pocket, providing comfort, functionality as well as style for every age. Grandmoms approve!

Their Fall 2016 collection is brimming with birthday present and holiday gift giving ideas. Or perhaps a back-to-school or good report card present is warranted. Look for these three fabulous kits—all gender neutral, let's get boys cooking too!--online and in specialty stores now.



Intro To Baking • Ages 3+ • \$25

Start a lifelong love of baking with this hands-on cooking set. Packaged in see-through box with ribbon handle, this 17-piece set will make anyone on your shopping list VERY happy. The kit includes a loaf pan, whisk, rolling pin, spatula, pastry brush, mixing spoon, silicone cupcake liners and more!



Pizza Making Set • Ages 3+ • \$30

No need to tip the delivery guy, have a make-your-pizza party at home! This all-inclusive kit makes one mouth-watering pizza from scratch with a 12-piece set. All utensils and recipes from pizza pan and rolling pin to whole what dough and tomato sauce are in the box. There's even a recipe for dessert pizza. Yum!



Cookies For Santa Set • Ages 3+ • \$40.00

Ho ho ho! That jolly guy in the red suit will stay a little longer on December 24 to munch on these cookies. The holiday baking set includes 18 pieces to kickstart an annual traditional of cookie swaps. Inside the kit are 4 cookie cutters, 4 cookie presses, cookie turner, frosting bottle, spatula, mixing spoon, pastry brush and more! Licking your fingers is highly encouraged!



Looking for more gift giving ideas? Handstand Kitchen offers sets from The Bake Shoppe, a Chocolate Factory, the Accessories Department and their Cookbook library. Join their e-list for exclusive offers and updates on new arrivals!

ABOUT HANDSTAND KITCHEN

Handstand Kitchen is the perfect place for kids to learn to love food, through a hands-on cooking experience. Created in 2007 by a recent law school graduate, Yvette Garfield, Handstand Kitchen provides children their own domain in the kitchen that empowers them to eat healthy and delicious foods. It is Yvette's hope that children will be inspired to use their new cooking skills to give back to their own communities. See all of their inspiring products at www.handstandkitchen.com.