



DippyCups™ Motivating More Kids to Eat Their Veggies Colorful Teddy Bear Shaped Dipping Cups Make Healthy Eating Fun!

Long Beach, Ca - January 2011 - Getting kids to eat healthy foods is a major challenge facing most parents today. More often than most parents would like to admit, meals and snacks devolve into a battle royale. Healthy vegetables and fruits are met with turned-up noses and cries of "It tastes yucky!" In an effort to make healthy food more palatable, many parents use tried and true kid's favorites like ranch dressing and ketchup to entice their little ones to eat their veggies. But using copious amounts of



condiments can add a lot of empty calories to an otherwise healthy meal. A line of dipping cups specially made for kids, DippyCups provide easy portion control and encourage healthy eating habits. DippyCups are transforming snack and mealtime and into a happier, healthier experience for children and parents alike. These rainbow-colored ramekins measure out exactly 2 tablespoons- the serving size

most commonly recommended on nutrition labels. For more information on DippyCups please visit www.dippycups.com.

A recent "Journal of the American Dietetic association" revealed that "Over half of all calories consumed by American children are empty calories" which have no nutritional value. DippyCups provide parents a way to teach portion control by allowing just enough flavor to make healthy food taste good and provide parents a fun way to introduce a variety fruits and veggies to their children.

Taking advantage of children's natural desire to play with their food, mom entrepreneur Lisa Ann Savage invented DippyCups, when she noticed her own children ate more veggies when they dipped them into their favorite sauces and dips. Finding no other product on the market to address these concerns, Lisa set out to invent the perfect portion, kid-friendly cup that had to be unbreakable, reusable, safe and easy to clean. Award-winning DippyCups are made of 100% FDA-Grade Silicone, the same material as baby bottle nipples! They're a top-quality product; made in the U.S.A.



Kids go crazy over the bright rainbow colors and teddy bear shape. Best of all, these little ramekins measure out 2 tablespoons of your child's favorite dip, the serving size most commonly recommended on nutritional labels. DippyCups are great for little snacks too! DippyCups 2-packs retail for \$4.99 and Rainbow packs with all 6 bright fun colors for \$14.99. Free Shipping – Online at www.dippycups.com.

Health-conscious parents who would like to encourage their kids to eat more fruits and veggies can learn more about DippyCups online at www.DippyCups.com.

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About DippyCups

DippyCups, the award-winning dipping sauce cups that make healthy foods fun, are the brainchild of mompreneur Lisa Ann Savage. After searching for ways to get her carnivore son to eat his veggies, and battling wits with her fussy daughter over condiment cross-contamination, where “nothing can touch anything else on the plate” she knew there had to be a solution. Available in a Rainbow of kid-friendly colors, DippyCups resolve these issues while teaching children healthy eating habits and proper portion control. For more information on DippyCups, please visit www.DippyCups.com.