



**FOR IMMEDIATE RELEASE**

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**EPICURIUS.COM OFFERS BROWN BAG LUNCH TIPS AND IDEAS  
FOR EVERY TYPE OF CHILD**

NEW YORK, August 17, 2006– Epicurious.com, the premier food web site for people who love to eat, today issued helpful packing tips and healthy lunch recipes in time to send your children back-to-school.

Epicurious has created lunch options for every kind of kid: the grade school child, the hungry teenager, the kid with allergies, the picky eater, the overweight child, and the child with sophisticated taste buds. Who knew a brown bag lunch could be this good?

**Grade-School Kids:** This age group needs a lot of complex carbs and protein in foods they recognize and are comfortable with. Epicurious suggests a boxed lunch that would typically include: turkey-muenster cheese wraps; alphabet cookies; trail mix with raisins, nuts, and granola; along with tangerines, and organic mini milk.

**Teenagers:** Tweens and teens need extra protein and calcium and require between 2,000 and 2,800 calories a day. Epicurious suggests packing tuna with a curry-chutney on seven-grain; ranch dips with vegetables; chocolate chip oatmeal cookies, and a strawberry mini smoothie.

**Allergies:** The tip here is to educate not just your child but your child's friends and parents, and the school about the allergy. Also, if the child is very young, it's important to send a note taped to the top of the lunch box delineating the allergy with the name and phone number of your pediatrician.

Now that peanuts are banned in many elementary schools across the country, Epicurious has come up with alternative spreads that taste as good as peanut butter:

- **Woodstock Orchards Unsweetened Apple Spread** - children love the strong cinnamon flavor.
- **Woodstock Farms Natural Almond Butter** - Nut fans will love the mouthful of almond flavor. Children like the sticky, gooey texture.
- **Nature's Promise Natural Cashew Butter** - Decidedly "creamy, yummy...and pure cashew goodness" by the Epicurious compiled panel of expert kid tasters.

**Picky Eater:** Picky eaters need a wealth of choices for them to nibble on. Half a sandwich, something you know they will eat but with a small variation on the theme; cut-up fruit and veggies; thermos full of their favorite drink like lemonade but without all of the sugar; and a treat, like homemade granola bars.

**Overweight Child:** This child needs filling, fiber-rich foods like lentils and legumes, veggies and fruits. Protein is also important so wraps with lean meats, chicken and fish are great choices. Finally, water is crucial, to keep them hydrated and feeling fuller.

**Sophisticated Eater:** Update your classics. Treat the PB& J sandwich to an upgrade by adding dried dates and bananas for natural sugar and potassium. Spice up the BLT by adding fried green tomatoes, mozzarella, and basil to the mix.

**Looking for more lunch ideas? Visit “Lunch Lessons” on Epicurious:**

[http://www.epicurious.com/cooking/holiday/back\\_to\\_school/lunchbox](http://www.epicurious.com/cooking/holiday/back_to_school/lunchbox)

**Want to hear what Fast Food Nation’s Eric Schlosser has to say about kids’ eating habits?**

**Log on to <http://www.epicurious.com/cooking/everyday/family/lunches/schlosser1>**

For more on *back-to-school information, including recipes for family meals, and tips on how to prevent child obesity and diabetes through healthy diet*, visit the back to school guide on

Epicurious: [http://www.epicurious.com/cooking/holiday/back\\_to\\_school](http://www.epicurious.com/cooking/holiday/back_to_school)

### **About Epicurious.com**

Epicurious.com, a CondéNet site, is a premier award-winning food Web site, which incorporates more than 25,000 professionally tested recipes from the premier brands in food journalism, *Gourmet* and *Bon Appétit* magazines, as well as web-exclusive original recipes from top chefs and cookbook authors around the world. It also contains over 22,000 member submitted recipes. Epicurious offers a wealth of articles and tips focused on cooking, entertaining, wine, cocktails, and shopping.