



**FOR IMMEDIATE RELEASE**

**Kim Baker Foods Announces Launch of Pro-Chi™  
Kicks Off Five Week Celebration**

[September 16, 2019 | Richmond, VA] Kim Baker Foods is celebrating the launch of Pro-Chi™, playful snacks that make healthy plant-based nutrition more accessible, with five-weeks of fun honoring its community. Pro-Chi aspires to create positive energy through good nutrition and a healthy spirit. The company's flagship product, Pro-Chi Lentil Crunch, debuts its new packaging with art by the founder's late mother who inspired the product's creation. The celebration will run from September 16th to October 19th featuring promotions, giveaways, and culinary inspiration.

Pro-Chi Lentil Crunch is a portable snack and vitamin-packed protein topper that adds texture and nutrition to other foods such as salads, rice and smoothie bowls, pasta, yogurt, and more. The product uses organic, sprouted lentils to maximize nutrient bio-availability and roasts them to create delicious crunch. Pro-Chi is gluten/grain-free with 7 grams of protein per serving and is available in three flavors in both single serve and 4 oz. packages. Over the last few months, Pro-Chi has been introduced to small groups of consumers at farmer's markets and events and has been met with tremendous enthusiasm.

"We are thrilled to celebrate the launch of Pro-Chi," said Kim Baker, founder of Kim Baker Foods. "The company was created in the spirit of positive transformation and Pro-Chi represents the ways that food can energize our lives. We hope to be a sparkle with the people we serve that helps them engage joyfully around food."

Founder Kim Baker studied at the Institute of Culinary Education (ICE) in New York and was featured on the TODAY show for her cookbook "Working It in the Kitchen: Food for the Workweek".

Kim Baker Foods ([www.kimbakerfoods.com](http://www.kimbakerfoods.com)) provides products and services to inspire healthy living and nourish positivity. Pro-Chi™ is a unique plant-protein snack that makes clean eating fun and accessible. Pro-Chi™ is sold nationwide on the company's website and at select retail locations. Since its founding in 2004, the company has used its passion for food to support various charities and organizations including Feedmore and Cycle for Survival, among others.

Visit us on Instagram and Facebook at @kimbakerfoods and @prochiplantenergy.  
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