

## Grace Foods Celebrates Women Who Do It All

As part of a new program called "Healthy Up," which focuses on the healthier line of products in their beverage portfolio, Grace Foods announces its "Lady of Grace" competition.

The web contest is seeking the ultimate "Woman on the Go," someone who personifies the perfect balance of mind, body and soul. Consumers are invited to submit entries for themselves or women they know at [www.LadyofGraceContest.com](http://www.LadyofGraceContest.com), where they will be asked to upload photos and a short summary of how they embody these "ultimate" qualities. One entrant will win a four-day/three-night trip for four to Jamaica, courtesy of the Jamaica Tourist Board, Breezes Resort & Spa – Trelawny and Air Jamaica.

The search, which began July 1, will focus on two of Grace's primary regions, the NY Tri State Area and Greater Miami, where there are strong Caribbean consumer markets. Grace Foods recognizes that their consumer base is predominately women of color who are over index for a variety of health issues related to diet. Obesity, heart disease, high blood pressure and hypertension are just a few diseases that can be prevented with a well-balanced diet and the proper supplements. "As a food company, we are acutely aware that it is critically important for us to encourage healthy living and nutrition," said Grace Foods Marketing Manager Andrew Collins. "We are hopeful that this program will position Grace Foods as not just a company known for great tasting products but also one that offers consumers healthy options as well."

This summer, Grace Foods will focus on products in its beverage portfolio including Coconut Water, which is made with coconut pulp jelly and is an ultimate thirst quencher, Nurishment, a vitamin enriched, milk based meal supplement, and an Aloe Vera Drink, made from aloe vera gel which is known promote good health, energy and prevent illness.

Following the brand's inaugural regional launch of these new products, a national expansion will take place in subsequent years.

The "Lady of Grace" competition will run to August 31, with a winner announced in the beginning of September. The Lady of Grace website will be linked to Facebook allowing the social media world the opportunity to vote on which lucky woman should win a trip to Jamaica.