



## ***Healthy 5 Food Group Tray Invention In Search of Licensee***

An innovative new product designed to make healthy and balanced eating much more convenient, the ***Healthy 5 Food Group Tray***, has been developed by B.A. of Jacksonville, Florida. The invention's unique design helps it play an integral role in encouraging the consumption of a balanced and nutritious diet, especially in young children.

With significant advancements in the nutritional sciences in recent times, there is a focus on the dietary habits of young and old alike. Childhood obesity has become a particular focus, as young people have experienced more weight problems than at any other time due to the proliferation of unhealthy dietary choices available. The 5 food groups have customarily been used as a broad but reliable standard with which to insure that one is partaking in a balanced diet but with the hectic pace of everyday life, attention to this area often is sacrificed in favor of other responsibilities and situations.

The ***Healthy 5 Food Group Tray*** will place a renewed emphasis on enjoying appropriate portions of the 5 food groups on a daily basis. Its unique design will facilitate and encourage a balanced diet and will allow those preparing and serving a meal to easily and clearly see if they are offering the various foods in the right proportion. Its overall appearance will also make eating a healthy and balanced selection of foods a visually appealing activity for children. Additionally, the product will enable children with limited and still developing fine motor skills to eat from it in tidy fashion.

Through its proprietary features, the ***Healthy 5 Food Group Tray*** will promote sound eating habits overall through its ease of use and overall appeal. This in turn will help reduce childhood obesity and general weight problems, increasing the overall health and fitness level of young people.

B.A. now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the food products industry are currently being targeted as candidates to eventually commercialize ***Healthy 5 Food Group Tray*** on a worldwide basis.

In February 2012, B.A. contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Healthy 5 Food Group Tray*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Healthy 5 Food Group Tray*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at [MR@innovationdirectonline.com](mailto:MR@innovationdirectonline.com).

