

For Immediate Release

Contact: Jen Chavez-Hartman, The Fresh Ideas Group
(303) 449-2108, ext. 22
jenc@freshideasgroup.com

**Celebrity chef Devin Alexander named ‘spokeschef’ of groundbreaking
Healthy Foods International Exposition and Conference**

BOULDER, Colo. (April 10, 2008) — America’s obesity and diabetes epidemic is fueling a positive trend in mainstream supermarkets: an increase in healthy food options for consumers. These healthier-for-you foods will be in focus at the **Healthy Foods International Exposition and Conference**, June 18-19, at the Dallas Convention Center. Co-producers of the event are Penton Media’s *Supermarket News* and New Hope Natural Media. Famed celebrity chef Devin Alexander, host of Discovery Health Channel’s *Healthy Decadence with Devin Alexander* and author of *The Biggest Loser Cookbook* (adapted from NBC’s hit show *The Biggest Loser*) and newly released *The Most Decadent Diet Ever*, will join the conference as HFI’s founding spokesperson.

Thirty-one states reported an increase in obesity cases in 2007. A veteran in the fight against obesity, Alexander struggled with her own weight as a teenager. Maintaining a 55-pound weight loss for more than 15 years, she specializes in low-fat, high-flavor cooking. Timely issues including obesity in children will be addressed at HFI’s educational session, “Kids Nutrition: Balancing Profit & Responsibility,” a panel discussion on how retailers can manage merchandising and marketing strategies to promote healthier diets to families.

Alexander and HFI exhibitors will showcase foods with healthier attributes, including increased grains and fibers and reduced fat. According to the Harvard School of Public Health, type 2 diabetes can be prevented by making several healthy lifestyle changes, including two simple dietary changes: choosing low-glycemic whole grain products (over highly processed carbohydrates) and good fats (such as polyunsaturated fats found in fish, vegetable oils and nuts). Currently, 18 million Americans have type 2 diabetes (6.3 percent of the population); of these cases 90 percent are attributed to excess weight, lack of exercise and poor diet.

“I am very excited to work with Healthy Foods International. It mirrors my mission for showing people that you don’t have to deprive yourself to eat well and be healthy,” said Alexander.

In *The Most Decadent Diet Ever*, Alexander offers 125 new recipes that “only taste fattening.” At HFI, Alexander will host a book signing, participate in a “Healthier-for-You Cooking Demonstration” and be the guest of honor at a cocktail reception featuring her original “Healthy Decadence” recipes.

To register for HFI online, visit www.healthyfoodsintl.com, or to inquire about press credentials, please contact Jen Chavez-Hartman at (303) 449-2108, ext. 22.

About HFI:

The Healthy Foods International Exposition and Conference is the first major partnership between *Supermarket News*, the award-winning, nationally circulated weekly trade magazine for the food distribution industry, and New Hope Natural Media, which produces the two largest and longest-running natural and organic products trade shows. Both are owned by Penton Media Inc., the largest independent business-to-business media company in the U.S., serving more than 6 million business professionals every month.