

# BAY STATE BUYS

## Weston Woman Creates Peanut-free, Dairy-free, and Egg-Free Desserts

Nearly four years ago, Weston's Patsy Rosenberg developed food allergies. Now, she like more than 10 million children could not eat products with eggs, peanuts, or dairy products.

"I have always craved buttery and decadent desserts, but could never find anything on the market that I could eat without having to grab for my EPIPEN™. Desserts without dairy products including milk, butter, and eggs that tasted good just didn't exist – until now," said Rosenberg, founder and president of Cherrybrook Kitchen.

The company's product line includes baking mixes for cookies, cakes, and frostings in a variety of flavors. The baking mixes are manufactured in a facility that adheres to a stringent cleaning method to ensure a peanut-free, dairy-free and egg-free quality. The mixes are routinely tested, using the Neogen Veratox™ Test for the detection of allergen contaminants to ensure safety for every consumer.

Kids will love the packaging of the mixes, which feature illustrations by Dan Yaccarino.

Yaccarino is best known as the creator and producer of Nickelodeon's animated television series *Oswald*. He has written and illustrated over 30 children's books. Yaccarino's nieces and nephews suffer from food allergies.

"The idea is that each illustration tells a story," said Georgia Gavigan, marketing director for Cherrybrook Kitchen. "The image of the kids standing on a piece of cake flying a kite implies that nostalgic feeling that you are in fact a kid again experiencing that carefree feeling of eating sugary, delicious desserts and playing mindlessly without worry. When you have life-threatening food allergies, such as the ones that Patsy is affected by, the feeling of carelessness is gone. You have to be very concerned with everything you put into your mouth."

To purchase products or for additional information, visit [www.cherrybrookkitchen.com](http://www.cherrybrookkitchen.com)



***BayStateBuys highlights trendy and new products for parents and their children.***

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