

Consumers are Eating Up Litenup's Common Sense Approach to Good Health

Subscription requests for healthy gourmet meal delivery service doubling monthly

Toronto, ON, July 17, 2006 – LitenUp, a Toronto-based healthy gourmet take-out and delivery service is finding its common sense approach to nutritious, well-balanced meal planning is definitely taking hold with customers since it opened its store location in Bloor West Village in April 2005. The company's home meal delivery service has been booming since then, with subscription customers in the GTA doubling in January 2006 alone. Co-owners Mike Haddow and John Stevenson report that sales of take-out meals has also soared, as local businesses and residents can't seem to get enough of the company's practical and healthy meal alternatives.

Unlike other meal delivery services, LitenUp prides itself on the premise that healthy food doesn't have to be complicated. "Healthy eating is not rocket science and it doesn't have to be diet food," says Haddow, whose culinary creations focus on nutritious high protein, high fibre, reduced fat meals with a gourmet twist, including turkey meat loaf, stew, chili, pancakes and roasts, seafood, chicken and roast dinners to suit any palate.

Haddow's meal plans grew from his own personal quest to lose weight. After he shed 50 lbs., friends began asking to join his healthy eating regimen. Within a matter of months, this demand for evolved into a thriving business opportunity.

Haddow adds that it's not just home users that have signed onto the LitenUp delivery service. A number of professionals and businesses request daily delivery to their offices, while others are buying it as gifts for employees or friends on maternity leave or are at home for an extended time.

LitenUp top sellers include his original flour-free/fat-free pancakes made with egg whites, oatmeal and cottage cheese; high-protein muesli with yogurt and oats; roast beef dinner with root vegetables and reduced fat gravy; a no-bun burger with baked yam fries; and spaghetti and turkey meatballs, among others. "It's all about taste, health and convenience," says Haddow. "We're proving that people can eat healthy and lose weight, without having to go hungry or giving up the foods they love. We like to say that the best diet is the one you don't have to go on."

Many LitenUp meals also allow dieters to indulge in their much-loved carbs without the guilt by including whole wheat pasta, brown rice and lactose, fat-free scalloped potatoes and mashed potatoes cut with cauliflower. The program even allows for the occasional pudding or piece of cake, all of which are made with protein powder to up the health quotient.

LitenUp offers a variety of home delivery options, ranging from one-week trials to 60-day programs. Subscribers can choose from a two meal and one snack a day program, up to three meals and two snacks a day. Packages start as low as \$24 a day. Meals can be customized for special requests or dietary needs, and are made with the highest quality grain-fed meats, fruits and vegetables, olive oils and spicing. Delivery is available from Monday to Friday, while the retail outlet is open six days a week.

About LitenUp

LitenUp is a Toronto-based healthy gourmet take-out and delivery service dedicated to providing nutritionally wholesome, great-tasting meals that help people to lead a healthy and well-balanced lifestyle. LitenUp began as a home-based business in 2003. Its first retail location opened in April 2005. For information visit www.litenup.ca.

