

LitenUp's healthy gourmet meal delivery service goes corporate

New catering service for corporate customers the latest chapter in the LitenUp success story

Toronto, ON, September 25, 2006 – In response to demand, LitenUp, a Toronto-based healthy gourmet take-out and delivery service, has expanded its highly successful healthy eating program into a new catering service for corporate customers. This flexible offering provides a range of catering options for businesses to encourage healthy eating in the workplace – from long or short-term delivery of buffet style or individual prepackaged meals, to on-site food service programs. LitenUp's new catering services builds on the outstanding success of its home meal delivery service, which was launched in 2003.

Co-owner John Stevenson says that the demand for healthy, well-balanced and nutritional meals is insatiable at home and at work. "Corporations are increasingly focusing on health and wellness programs for their staff. While they have done a great job on the fitness end of things through gym memberships and other wellness programs, that's not enough. They are now realizing that it is equally important to promote nutritional health in the workplace and have been coming to us for solutions that will address that need. Healthy eating is not always easy in an age where more and more people are skipping lunches, or eating unhealthy meals at local restaurants. In either case, businesses are realizing that employee health and productivity suffers."

LitenUp had been providing catering services on an informal basis for companies such as confectionary company Cadbury Adams that has been using them to provide on-site catering for employee appreciation events and corporate meetings. According to Craig McLaughlin, Vice President of Logistics and Customer Operations, "We found that typical catering offerings tend to provide meals that are heavy and lack variety, especially for health conscious eaters. LitenUp not only provides a fantastic selection of choices, but our staff and visitors love the fact that they are eating healthy food and can feel energized for the balance of their day."

Stevenson adds that while businesses do put salads and fruit on their cafeteria menus, that's not what healthy eating is all about. LitenUp in fact prides itself on the premise that healthy eating doesn't have to be diet food. The creations from the LitenUp kitchens focus on nutritious high protein, high fibre, reduced fat meals with a gourmet twist. Made daily using the freshest ingredients from local suppliers, LitenUp's well-balanced meals include such healthy ingredients as grain-fed meats, premium quality unsaturated oils, farm-fresh produce, and seasonally hand-picked fruit.

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LitenUp offers a broad range of catering options for the workplace that can be tailored to suit specific needs. Food can be delivered hot or pre-packaged and ready for heating on site. Options include:

- Daily delivery of buffet style meals for multiple staff members
- Made to order prepackaged meals
- Short-term catering for temporary projects
- Special occasion catering
- On-site food service programs

“It’s an easy and cost-effective way for employers to encourage good health in the workplace and the employees love it,” says Stevenson. “People want to eat healthy, but don’t always have the time to take care of their nutritional needs at work. While most of us spend the better part of our days *at* work, a service such as this one, is invaluable. With LitenUp’s catering service, they don’t have to worry. Every meal they get is a healthy one.”

LitenUp also offers a variety of flexible home delivery options, from one-week to 60-days. 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. Delivery is available from Sunday to Friday. The LitenUp retail outlet is also 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.