

northwest WOMAN

DIAMONDS & DIVAS

Ice, Ice, Baby!

**MOTHER OF
A CHAMPION**
Linda Armstrong Kelly
on Parenting and
Life with Lance

**WEDDING
BLISS**
Love the
Next Time
Around

**10
STEPS
TO A HEALTHY
NEW YOU**

**MIKKI
STEVENS**
Red Hot Mama's
Cool Founder

Dec/Jan 2007 \$3.50



www.northwestwoman.com

The Power of Nutrition!

NUTRITION PLAYS A CRITICAL ROLE IN OUR HEALTH AND WELL BEING. You are what you eat and we need to realize the full connection between what we are placing in our mouths and our bodies. Meet three super northwest women who are making a difference in today's food industry to help you stay healthy and fit for life!

ELIZABETH WARD

Elizabeth "Liz" Ward got her inspiration for the BumbleBar one day while hiking. "I'm an avid hiker. Before I got engrossed in this business, I used to go hiking almost every weekend," she says. "I lived out in the woods without electricity or running water, and I would hike eight miles every day. Being out there, it seemed like this incredible oxymoron that it's so beautiful in nature, but at the same time hikers are eating food that harms the planet (i.e. conventionally grown or dairy-based foods). I wanted to develop an all-organic, gluten-free food that people could take out into the wilderness."

She sold her first BumbleBar in 1995. This tasty, sesame seed-based treat isn't just for taking out into the woods. It's great as an afternoon snack or dessert. And kids love it, too. The bar passed the most important taste test: Liz's 13-year-old son Jed loves the bar. "It's sooo good you can't even believe!" he exclaims.

Liz's partner, Glenn Ward has joined the company. His role is to create a value-led business that uses sustainable practices. Liz and Glenn are highly committed to a variety of social issues, including women's rights, recycling and strengthening their local community of Spokane, Washington. They have donated thousands of bars to numerous local and national charity events." As we grow, we plan to get even more involved in these issues," Liz says.



Liz Ward

"I've always loved food," Liz says "... Food is something that has always been positive for me. I love sharing food with people; I feel it brings a lot of joy and



quality into peoples' lives. It's incredibly rewarding to know that thousands of people are out there enjoying our all-organic, vegan, gluten-free bars."

For more information on BumbleBar please visit www.bumblebar.com

KAREN LEFFLER

"Nutritious by nature. Delicious by design." These words capture the essence of the ideals which have led Karen Leffler to become a pioneer in the food industry at the local and national level. During the past twenty years Karen has worked closely with her partner and co-founder C.R. Scott in the development of a product so revolutionary, it has changed the paradigm in the frozen pizza industry. Through her foresight and perseverance, Karen has developed a highly nutritious, great tasting pizza which has stood the test of the nations' most scrutinizing food critics. As a result, some of the nations' largest food producers have begun to take notice.

Working in her home kitchen, Karen mixed and blended herbs, spices and key ingredients to develop a rich and flavorful tomato sauce. She then selected the finest in complimentary toppings.



Karen Leffler

The result is a pizza product as nutritious as it is delicious.

Building on the foundation of an organic 'whole grain' pizza crust, Karen has mastered the art of blending key ingredients into flavor profiles which are as exciting to the eye as they are to the palate. You will not find any preservatives, additives or non-natural ingredients in her creations. Karen's pizzas have the highest in dietary fiber, have the lowest in fat, sodium, and cholesterol content. And most importantly, they taste great!

Shortly after introducing the product line into the market, critics began to take notice. One critic from *The Center for Science in the Public Interest*—the same organization which warns the American public about food products they consider to be of poor nutritional value—was planning to lab test her product line of pizzas to verify the nutritional claims represented in the nutrition panel on the back of the box. The study report ranks the nations frozen pizzas from top to bottom in terms of nutritional value and taste. A.C. LaRocco Pizza was selected as the winner. All of the varieties of pizza developed and marketed by Karen and her partner were among the top of the list.

Since the time of that publication, many notable magazines and nutrition authors have taken notice and published their own findings. Through her exceptional perseverance, this trail blazing woman continues to make her mark.



For more information on A.C. LaRocco Pizzas please visit www.aclarocco.com