



**District Manager, Teavana Fine Teas + Tea Bars - East at Starbucks**

Lowry is a passionate, hands-on owner who stays close to her customers from product ideation through post-launch. She combines her genuine love for healthy, better-for-you baked goods and social responsibility to over-deliver the customer's expectations. She works tenaciously until complete customer satisfaction is achieved.

<https://www.linkedin.com/recs/received>

she can help with elevating a breakfast, snack or dessert menu to any company in the food industry, while bringing both a great story and better for you item that tastes great!

Ambrogi Foods below we use as a source for our sustainability program, (local Farming Source)

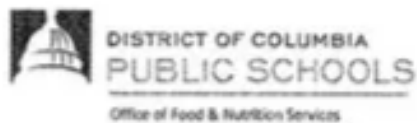
**Regional Representative at J. Ambrogi Foods. Inc.**

Lowry is the most enthusiastic entrepreneur you will meet. Her product speaks for itself—a cake or muffin that is healthy for kids?! It is ground breaking! Her products speak for themselves and meet all school nutrition guidelines as well. I have children and would love to see these at Disney.

Her attention to detail and her commitment are second to none. I highly recommend Lowry and her products-- "Veggie Cakes"



## Our References



To whom it may concern:

It is my mission to provide the best high quality fresh food to our children of the District of Columbia and give students the gift of a healthy palate so that they can make healthy choices for the rest of their lives. Procuring healthy and delicious baked goods and mixes from Have Your Cake And Eat It Too supports this mission.

I have been able to put a product on the plates of over 40,000 students that I am proud of and that students enjoy. Since DCPS adheres to the Institute of Medicine's nutrition standards, it is very difficult to find compliant baked goods that we can serve in our meals- Have Your Cake and Eat It Too provides products that are nutritious enough to fit these strict standards.

Ms. Martin, CEO & President of "Have Your Cake And Eat It Too!", provides an extraordinary product to DCPS. The veggie muffins and mixes are all 100% whole grain. We particularly like the fact that they are a farm to school company, and they incorporate all fresh raw veggies, and various fruits into their muffins before baking. They also provide us with their mixes, using the "Have Your Cake" formulas that meet all school guidelines and enable us to bake affordable sheet cakes.

Our kids at DCPS love the product- we find that kids love to be introduced to new healthy, fun tasting foods that delight their palate. "Have Your Cake And Eat It Too!" has also provided healthy workshops with their mascot the Scarecrow to teach students about healthy eating.

Please feel free to contact my office at 202-535-1325 with any questions. For any additional information about the DCPS Food & Nutrition Program, please visit <http://dcps.dc.gov/DCPS/Beyond+the+Classroom/Food+Services>

Best,



## Our References

**Chef Timothy Cipriano**  
Executive Director

**New Haven School Food**  
75 Barnes Ave  
New Haven, CT 06513  
203-946-8813 x. 11



To whom it may concern,

Since starting with New Haven School Food in the summer of 2008 I have made it my mission to rid the schools of fake food and bring in more real foods to our schools. We have eliminated flavored milk, added salad bars and increased the adding of vegetables to entrees including our mac & cheese sauce with butternut squash and white beans. Chicken Nuggets and tater tots are menu items of the past. We strive to serve restaurant quality foods to our kids.

Our goal is to put a salad bar in every school and we are on track to complete that goal. We have also worked hard to change our school breakfast program for the better and thanks to a chance meeting with Lowry Martin of Have Your Cake And Eat It Too Bakery at SNA ANC we will see that happen. Ms. Martin's veggie muffins fit into our program and help us achieve a multitude of goals.

1. We are able to add vegetables to our breakfast meals.
2. Serve a high quality ingredient that rivals anything the children could get at a local bakery.
3. Serve muffins with ingredients purchased from small farms.

Our 20,000 students in all 47 schools love the muffins and have little idea that there are actually the great benefits of vegetables hidden inside.

I would highly recommend these muffins to be added to your program so your students can enjoy the same great muffins that our students enjoy!

Make it a great day!  
Timothy Cipriano





## Our References

### To Whom This May Concern:

As the director of school nutrition services for Richmond City Public Schools in Richmond, Virginia, I believe it is important to introduce our students to a variety of new healthier food choices. Our goal is to make a difference in their daily diets and to impact their present and future health.

An important milestone in food and nutrition has been implemented in schools across the United States. The U.S. Department of Agriculture recently unveiled new rules that require school aged children be offered fruits and vegetables every day, as well as more whole grains and less fat. These new federal guidelines are the first major change to school lunch menus in 15 years.

In this time of change for healthier options it is often a challenge to find companies that offer non-processed all natural foods at affordable prices (sometimes we have to crunch it), and meet USDA nutritional school guidelines. We happily go along with the new push as we seek out companies such as "Have Your Cake And Eat It Too" providing us with a wide variety of whole grain Veggie Muffins and unique muffins such as Berry Mixed Up!, Bananablues, etc.

Kids in our school district love the muffins and we are able to offer them as a "Grab N Go" adding a yogurt and juice for a full meal of whole grain, protein and fruit, as many of the muffins have an additional serving of fruit in them.

This company has been gracious enough to extend their Farm To School Program to us by attending our all day Farm to School event with Mr. Scarecrow and assist in educating our children about the importance of exercise and eating healthy. We are fortunate to have this type of participation in our school district, and the kids just love it, they love Mr. Scarecrow!!

Yes, kids will still pass up romaine salad and snow peas for chocolate milk and corn dogs; however, the more you introduce it to them...the more they'll change over sooner or later.

We highly commend this company as they are not just selling a muffin, they are mentoring our youth.

Sincerely,

Susan Roberson, Director

School Nutrition Services

Richmond City Public Schools



## Our References

### **Laura Hatch**

Director, National Partnerships

### **Share Our Strength**

1030 15th Street NW, Suite 1100W

Washington, DC 20005

These views expressed are my own and are not reflective of the organization I currently work for Share Our Strength, nor my previous organization, Alliance for a Healthier Generation.

Lowry Martin is a passionate advocate for children's health. Long before the Healthy Hunger Free Kids Act of 2010, Lowry had a vision for providing healthier products in schools and set about doing so with her company, Veggiecakes. Her muffins were made with 100% whole grain from the beginning and often contained pureed fruits and vegetables to offer more nutrition within the product. Lowry worked hard to conduct taste tests at schools to refine her product, choose specific varieties, and ensure student approval.

Lowry was certainly an early adopter in the school health and wellness movement and has remained a staunch supporter of children, always pushing forward with creative ideas to move a healthier option to market, ultimately benefitting kids.

Sincerely,  
Laura Hatch





## Our References

DATE: Friday, May 18, 2016

FROM: Richard Kane Jr.,

Foodservice Director, Falls Church City Public Schools

800 West Broad Street, Ste. 203,

Falls Church, VA 22046

RE: Reference Letter – Have Your Cake and Eat It Too

Have Your Cake and Eat It Too has been a vendor for the Falls Church City Public Schools for over four years. As the school system endeavored to find healthier options for school lunches, activities, and events, we began a relationship with many vendors within this market segment. We have found this company to be consistent in their quality and exemplary in their service to our account. We have successfully implemented their muffin selection and their products have been well received by the students, faculty and staff. We are also happy to support US small businesses and as we serve the local community.

Regards,

Richard Kane Jr.,

Food Service Director

Falls Church City Public Schools



## Our References



Learn more about the Alliance's Healthy Schools Program.  
[HealthierGeneration.org](http://HealthierGeneration.org)  
888.KID.H.T.H



**healthier school meals**  
FIND. SAVE. SIMPLIFY.



**healthy schools = healthy students**

One of the country's most extensive childhood obesity prevention efforts, the Alliance for a Healthier Generation's Healthy Schools Program provides members with free resources and technical assistance.

Now supporting more than 11,000 schools across the U.S., the Healthy Schools Program is available to any school that wants to create a healthier place for students to learn and staff to work.

Whether brokering agreements with more than 50 companies to help you serve healthier school meals or offering online toolkits and free webinars on school health, the Alliance's Healthy Schools Program provides the tools to help every school in America become a healthy school.

Join online at [HealthierGeneration.org](http://HealthierGeneration.org) or call 888.KID.H.T.H.

# Can Healthy School Food Transfer Into More Focused Kids ?



### making a difference

More than 50 innovative companies have voluntarily agreed to develop and distribute healthier products for the school market in collaboration with the Alliance for a Healthier Generation.

SCHOOL MEALS	McCan Foods USA	COMPETITIVE FOODS	Kraft Foods
AdvanceFarms Foods	National Turkey Federation	Amor's Frozen Yogurt	Mars
AspenFood Solutions	Protein Healthcare	Arpa Yurt Company	McCain Foods USA
Del Monte Foods	Alliance	Bachman Company	M&M Marketing
Dole Food Company	Robt Products Corp	Barnet O'Fun	Mott's
Dominick's Pizza	Schwartz Food Service	Blue Bunny Ice Cream	Najdy's Foods
J/M Food Group	Sunrise Purchasing Group	Bouquet of Fruits	PapaCo Foods
WFS	Student Seafoods	Buena Vista Food Products	Robt Water Ice
Interflex		Burt's String Cheese	Rippom Indiana
		Campbell Soup Company	PupChips
		Classico Foods	Promotion in Motion
		Cookout's Bakeries	Smoothie King
		Dawson Company	Snack Food Association
		Dole Food Company	Solados
		Frozen Brands, LLC	Spanish Growers
		Heinz Your Cakes and Eat it Too!	Super Bakery
		Healthy Snacks US	US Nutrition
		J&J Snack Foods	

### supporting your efforts to serve healthier options.

**Find Healthier Products.** Use the Alliance's Product Navigator to locate more than 1,000 healthier snacks, beverages and school meals, which meet science-based nutritional criteria, at competitive prices.

**Save money.** Take advantage of discounted product prices and streamline your buying process.

**Simplify Bidding.** Use free technology solutions to identify healthier school meal ingredients and electronically send your bid to distributors in your area with a single click all the way.

Join the Alliance's Healthy Schools Program. Register these resources today.  
[HealthierGeneration.org](http://HealthierGeneration.org) 888.KID.H.T.H

YES, HEALTHY SCHOOL FOOD CAN TRANSFER INTO MORE FOCUSED CHILDREN!





## Our References



Boosting Muffin Consumption - a Happy and Healthy Unintended Consequence SEPTEMBER 2010

Lowry Martin from Have Your Cake and Eat It Too, based in Upper Marlboro, Md., has created a line of muffins for school nutrition programs that incorporate whole wheat and at least a full serving of fruit and/or vegetables to help kids get off to a healthy start each day.

By Larry Blagg

The debate continues with the issuance of the new dietary guidelines, which are set to be released later this year. Are carbohydrates bad? Are whole grains good? Do we really need to eat more fruits and vegetables? Are all animal fats bad? And which course(s) of nutritional action will we take in the coming year to stem obesity and Type 2 diabetes?

As a food professional and a consumer, I feel the key to healthy living is to eat a balanced diet, with all food groups represented in moderation. Admittedly, I don't always follow my own advice, but I do try.

The new dietary guidelines were the subject of many panel discussions at IFT (Institute of Food Technologists) events, ADA (American Dietetic Association) conferences and nutrition schools across the nation. We're all concerned about how to provide healthy foods to our school children, and eating more whole grains, fruits and vegetables should rank at the top of everyone's list as a good first step.

Here at the California Raisin Marketing Board, we think we've uncovered a pretty good idea, and introduce you to Lowry Martin from Have Your Cake and Eat It Too, based in Upper Marlboro, Md. Lowry has created a line of muffins for school nutrition programs that incorporate whole wheat and at least a full serving of fruit and/or vegetables to help kids get off to a healthy start each day. The muffins come in a 2-oz. size, which contains one serving of bread and one serving of fruits/vegetables, while the 4-oz. option delivers two servings of bread and fruits and vegetables.

Additionally, the varieties are amazing. It's quite a kick to eat a muffin that tastes like Chocolate Covered Raisin, Spinashyayams, Squashalicious, O! Apple Zucchini, Squashyapineapples, Vanilla Yum and Yamzy, just to name a few.

Lowry recently shared a booth with the Fresno, Calif.-based California Raisin Marketing Board at the 64th National Conference of the School Nutrition Association in Dallas and she was quite pleased at the response she received to her products. Why? Because the muffins help to solve an ongoing problem and fit into the new dietary guidelines. To top it all off, the products are delicious, as her customers will attest on a daily basis.

Lowry's products can be found in the Baltimore City schools and the Prince George's County schools as well. Look for more great ideas from Lowry at [www.haveyourcaketoo.com](http://www.haveyourcaketoo.com), or at 240-441-6248.

It looks like I may have found a more appetizing way to meet my own dietary objectives!

Larry Blagg, senior vice president of marketing for Fresno, Calif.-based California Raisin Marketing Board,





## Our References



### Local Shop Will Aid in a Healthy School Year



Submitted by *Ellen Scott*, Community Web Producer  
Tuesday, August 3rd, 2010, 11:34am



*Photo source: norwichnuts*

"Have Your Cake and Eat It Too" is helping lead the charge to fight childhood obesity. Lowry Martin is the CEO and President of this shop that makes healthy, delicious muffins. These muffins are made with fresh fruits and vegetables and natural ingredients and will be served in local schools in your neighborhood, Falls Church.

Aligned with the Michelle Obama's initiative "Let's Move" to raise a healthier generation of kids, Martin's shop also is making an effort by visiting schools or classrooms. She and her team give an "Hour of Power" which includes a healthy eating discussion, exercise session, healthy word game, and easy quick recipe is prepared before the audience.

Some of Martin's muffins include "Banana Surprise," "Berry Very Blueberry," "Squashyalicious," and "Oh! That Corn." These healthy and delicious muffins will be distributed in local Falls Church schools this fall.



## Our References

### Bakery Buzz

By Elizabeth Mannie



Another big trend is reducing childhood obesity. Lowry Martin, CEO and president of Have Your Cake and Eat It Too, says, "Catering to kids, we make and sell muffins containing a full serving of fruits and/or vegetables, and 100% whole grain. These muffins are a perfect breakfast when eaten with yogurt or milk, and school districts are purchasing them by the truckload." Using no preservatives, the muffins meet or exceed nutritional guidelines for schools and incorporate raw vegetables and fruit. Examples of the muffins for schools include Bluenanaberry, Squashyalicious, Strawberryblues and Cornyalicious. Martin adds, "Our biggest goal is to fight childhood obesity, but we need to keep in mind that school nutritional directors work with very tight budgets, so we like to roll up our sleeves and pitch in by donating time, effort and money."

The company also tries to use as many local ingredients as possible. Have Your Cake and Eat It Too is a Farm to School Company working with the National Farm to School Network, which provides healthy muffins to several school districts in Virginia, Washington D.C., Prince Georges County, Baltimore City and New Jersey—they are growing quickly.





## Our References



### Veggiecakes

As schools across the country lead the charge against childhood obesity, restaurants are joining the fight by offering healthier options for their children's' menus. Lowry Martin and 'Have Your Cake and Eat it too' are providing great new products as a delicious, healthy alternative for kids: veggie muffins consisting of all natural products, made with whole wheat and infused with vegetables from local farms.

"HAVE YOUR CAKE AND EAT IT TOO"

Already in many schools and in compliance with USDA school guidelines, these muffins and muffin mix are now available for foodservice. All muffins are made with 100% whole wheat flour.



Individuals share continuously seeking new ways of finding nutrition, preferably requiring little preparation time, that taste good and are all-natural.

This product appeals to consumers of all age groups. It is a particular delight for parents who encourage children to eat their veggies.

These muffins are unique and universal in their appeal. While getting almost the equivalent of a serving of cooked veggies, the customer is enjoying the desserts of a cake. It can be healthfully eaten at breakfast, lunch, dinner or any snack in between."

### -Lowry Martin

Healthy Dining recommends the following varieties of the 'Have Your Cake and Eat it too' Veggiecakes:

- Banana Chocococonut Chip
- Mango Cornyalicious
- Mango Madness
- Cornyalicious
- Banana Surprise
- Chocolate Covered Strawberries
- Vanilla Bean Delight



Proven Success with our taste test  
Kids will eat healthy products with less sugar!

We tested over 100 kids' elementary, middle and high schools with our whole grain, fruit & veggie mini loafs. We simply added whip cream and a garnish!

To discover more about the healthier muffins, cupcakes and mini loafs from 'Have Your Cake and Eat it too' please [contact here](#).

<http://www.restaurantnutrition.com/Recommended-Products/Veggiecakes.aspx>

<http://www.restaurantnutrition.com/Recommended-Products.aspx>





# Farm to Table National Restaurant Association

