

# THE ABC'S OF MARKETING TO KIDS

Mary Anne Jackson aims her microwaveable entrees for kids, My Own Meals, directly at mother. The former strategic planner at Beatrice Co. couldn't find nutritious, additive-free dinners for her daughter, Katie, 4, so she created her own after sending surveys to 2,000 mothers via her diaper service. The surveys showed that other moms also wanted easy-to-prepare foods without artificial ingredients or preservatives for their kids, and Jackson, 35, complied, with offerings such as My Favorite Pasta, a mixture of lentils, barley, and ground pork. Her TV commercial works on Mom's guilt about not being there to cook her kids' meals: "As a busy mother like you, I worry about my children eating right," she tells viewers. Having beat such competitors as ConAgra and Hormel to the market, My Own Meals expects sales of \$2.6 million this year.



Mary Anne Jackson dishes up My Own Meals to her own children, Katie, 4, and Joey, 2.