

Ethnic Appeal

Deerfield, Ill.-based prepared food marketer **My Own Meals Inc.** is looking to expand into additional specialty food niches. MOMI already sells kosher prepared meals to Jewish consumers, and has started to market meals to Muslim consumers. "Our growth is going to come from other product categories that we'll add on. We want to keep adding market niches," said chairman and ceo **Mary Anne Jackson**. Added Jackson, "this company (previously sold only refrigerated meals to children) is going to have to be rebuilt one step at a time. We are taking our time to find out what other people's (food) interests are."

In addition, MOMI is eyeing international expansion. "We're working to find out what's out there. We're talking about doing some joint ventures. We're trying to let people know who we are," Jackson said.

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