



For Immediate Release

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"Made in the USA" the Organic Way – Leading Provider of Organic and Eco-friendly Gift Baskets Launches *America's Best Organics*, Hand-Packed "Gift Basket in a Box" Collections Featuring US-based Producers

Best Organics Inc., a leading provider of organic and eco-friendly gift baskets, announces the launch of America's Best Organics—gift basket collections presented in beautifully illustrated, reusable gift boxes filled with premium organic and sustainable products from U.S.-based artisan producers and leading organic brands.

Boulder, CO (November 16, 2011) – Boutique organic gift basket provider Best Organics Inc. is breaking out. When the company launched in Boulder in 2006 with its gift brand, Boulder's Best Organics, featuring unique, locally sourced organic products, it ultimately had its sites set on serving not just the regional market, but also the growing national demand for organic, healthful and eco-friendly gifts and gift basket collections.

With the launch of [America's Best Organics](#) gift baskets – featuring premium organic and sustainable products from U.S.-based artisan producers and leading organic brands – the company is seeking to capitalize on the growing U.S. market for food and gift basket gifting. According to research firm Packaged Facts, the market for food gifting grew 9.6% from 2007 to 2009, despite the economic downturn, reaching \$18 billion in 2010, with food gift basket sales accounting for \$3.3 billion of that total.

"It comes as no surprise that the specialty food sector is fueling growth in the food gifting market, as that coincides with continuing consumer interest in all foods organic, natural and gourmet," said Packaged Facts in its August 2010 report, [Food Gifting in the U.S., 2nd Edition](#).

"We are pleased to work with a dedicated group of brand partners in featuring their products and sharing their stories on our website, AmericasBestOrganics.com, and in our gift baskets," said Best Organics CEO Seleyn DeYarus. "Health and environmentally conscious gift buyers and those who simply love good food can choose from a number of themed gift collections for men, women, families, children and babies, or create their own custom gift basket. We provide gift basket themes ranging from Baby Shower and Birthday to College Student and Christmas, and we also offer kosher, vegan and gluten-free gift collections," she said.



America's Best Organics gift baskets are filled with products from leading U.S. organic producers including Theo Chocolates; John Wayne Stock & Supply Company (owned and operated by the late actor's family); Aura Cacia; Clif Bar; Bonterra Vineyards (the leading producer of wine made from organic grapes); Kopali Organics; Justin's Nut Butter; BumbleBar; Chocolive; Boulder Granola; Angell Organic Candy Bars; To-Go Ware; St. Claire's Organics; GoNaturally; Intelligent Nutrients; Eco-Ditty; St. Francis Organics; Selina Naturally; Pangea Organics; Hail Merry; Peeled Snacks; Runa Amazon Guayusa; WildTime Foods; Colorado Mountain Jams; Teatulia; Life Opening Chocolates; Your True Nature; Finny's Greens; Fearless Chocolates; Spicely Organic Spices; Sum-Bo-Shine; Superfood Snacks; Wacky Apple; Wishgarden Herbs; Surf Sweets; People Towels; Olomomo; Licious Organics; Lumia Organics; Goddess Garden; Jen's Zen; Bare Body Soaps; and other leading artisan and national brands.

In addition to authentic national brands, gift buyers can choose from unique and delicious organic foods, snacks, coffees, teas and also personal care items, and they can shop regionally, selecting gift items from small producers in Georgia, North Carolina, Florida, Wyoming, California, Texas, Colorado, and elsewhere.

"America's Best Organics gift baskets are perfect for people who want to share their commitment to health, fair trade and the environment – and for green-minded businesses who want to deliver a memorable gift to clients, customers, investors, employees and VIPs," said co-owner Steven Hoffman, former director of The Organic Center and co-founder of the LOHAS Forum.

Each America's Best Organics gift collection is hand packed, shipped with minimal packaging, and presented in a beautifully illustrated, reusable keepsake gift box featuring colorful paintings of the great American outdoors by noted artist [Jim Freeheart](#).

About America's Best Organics and Best Organics Inc.

America's Best Organics is a new gift basket brand presented by Best Organics Inc. of Boulder, CO. Best Organics, a majority woman-owned company, is a leading provider of hand-packed, organic and eco-friendly gift collections featuring gourmet organic foods, personal care and other items from local, regional and U.S.-based producers and leading brands. Its gift collections are presented in beautifully illustrated, reusable gift boxes, and are available online at www.AmericasBestOrganics.com, and for corporate gifting. The company's *Boulder's Best Organics* gift box collections, featuring organic products from Boulder and the Rocky Mountain region, are featured in Alfalfa's Market, a leading natural and organic products retailer in Boulder. Best Organics Inc. is a member of the Organic Trade Association, Colorado Proud, and Naturally Boulder, and is a Green America-approved business. Contact seleyn@americasbestorganics.com or call 303.499.ORGANIC (6742).

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