

Kaeng Raeng Now Available in Whole Foods Market

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June 7, 2010 (FPRC) -- Kaeng Raeng LLC, a nutraceutical company based in Silicon Valley, recently became authorized in Whole Foods Market, starting with the Stevens Creek Boulevard store in Cupertino, CA. Kaeng Raeng is available in the Whole Body section.

Whole Foods Cupertino currently carries Kaeng Raeng's best-seller, the 3-day Beginner detox program, as well as the beginner trial packets in all three flavors: "joyful," "daybreak," and "into the blue."

Kaeng Raeng is also authorized in their national system. For those consumers living outside of the bay area who would like to purchase Kaeng Raeng at their local Whole Foods, they can request the product in the Whole Body section of the store.

"Whole Foods is focused on consumer demand," said Lindsay Reinsmith, founder and CEO of Kaeng Raeng. "They want to carry what consumers want to buy. If you request Kaeng Raeng at your local Whole Foods, the Whole Body staff will listen."

Kaeng Raeng is a young, small business, but a fast-growing one. Located in Palo Alto, CA, Kaeng Raeng is available in bay area nutrition and health food stores, as well as online at Kaengraeng.com and other drop-ship sites.

"We got the product to shelves in January of this year," Reinsmith said. "It's been a crazy, busy experience placing KR into our first Whole Foods Market within 6 months. Nutraceuticals is a competitive, difficult industry that I can only describe as sink or swim!"

Whole Foods Market is the world's largest retailer of natural and organic foods, with stores throughout North America and the United Kingdom. Whole Foods is focused on providing consumers with high quality products and strives to stay local, sustainable, and in line with their own core values.

"I believe Kaeng Raeng is a great fit for Whole Foods," Reinsmith said. "Our product is 100% vegan and gluten free with all of our ingredients from the USA. KR contains no artificial colors, flavors, sweeteners, or preservatives. We too strive to be a socially responsible business with a sustainable product and a portion of every sale benefiting the Humane Society."

Kaeng Raeng is co-packaged by Multivitamin Direct and headquartered in Palo Alto, CA. Samples and CEO interviews available upon request. Contact press@kaengraeng.com or visit www.kaengraeng.com.

Contact Information

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