



Birmingham family launches the new *Food Explorer Club* app to help families with picky eaters.

October 11, 2019, Birmingham, Alabama - A Birmingham, Alabama family has created an app to help families with picky eaters. The app uses gamification so kids can earn badges and get points that can be redeemed for rewards when they eat a variety of foods and make healthy choices.

Food Explorer Club announced on Friday it has launched their new app that is now available in the Apple App Store for download.

Kids earn badges and points for each type of food they eat along with some surprise badges along the way for making healthy choices. They can also trade in their points for rewards established by the parents. Some rewards that the app creators see that are working well include taking a child on a trip to the park or getting to sit in Dad's chair at dinner. The app is designed to be custom for each family.

Helping kids get healthier

Food Explorer Club's vision is to encourage kids across the world to try new foods and realize there are a lot more things out there they really do like. App co-creator, David Gibson, says, "We want kids to develop healthy habits that will last a lifetime and to help parents end the meal time battle!"

Being on the Food Explorer Club platform is unique because it's not just about the app, it's the combination of children getting excited about trying a variety of food and parents having a tool other than threats and bribes that ties the meal time struggle together. Hundreds of Food Explorer Club families across the country connect through a Facebook group, forming a growing social parenting network that helps struggling parents of young children engage and support each other on their journey.

The Food Explorer Club helps kids learn to love food and to be adventurous in trying new things. The concept of using badges and points has worked great for companies like Peloton, Pokemon Go, Fitbit. Even the Boy Scouts use physical badges. Co-owner, Kassady Gibson said, "We believe this app has the potential to shift the way kids are eating today. There are so many health initiatives right now, but it doesn't matter how much healthy food you put in front of kids if they are too scared to try it." The Food Explorer Club app is designed to engage children and help them get over their fear of tasting new foods no matter if they are just stubborn or truly have sensory issues.



Over 100 families tested the app over the summer while the Birmingham couple was preparing the app for its official launch. They received an overwhelming positive response. One of the moms who tested the app said, “In the last week and a half my son has tried blueberries, raspberries, raisins, peanuts, cashews, almonds, rice, salad, Brussels sprouts, baked chicken, a peanut butter sandwich and a banana! Your app has been wonderful for him!! The banana was his Goliath. He was gagging as he was eating so I told him it was ok and he could stop. But he wanted to keep eating so he could get 10 pts! 🤪 He gagged the whole time but did it. Thank you so much for your hard work!”

Motivating, fun and easy-to-use platform to help encourage kids in a positive way

Food Explorer Club understands there is no “one size fits all” when it comes to kids and food, as consumers have a wide-range of needs and preferences – from those with young toddlers learning how to navigate their independence with food, to older kids who have developed bad habits. The Food Explorer Club app has fun and engaging software to help motivate the child and parents, a board to display all the badges earned over time to show the child and parent how their efforts are paying off and surprises along the way to keep the kids engaged and coming back for more. The Food Explorer Club app is currently free and available in the United States, Canada, Great Britain, and Australia on iOS compatible mobile devices.

Parents create a family account and set up a profile for each child. Rewards are established by the family, so the child will know what they are working towards. As they try different foods, the parent or caregiver choose the badge that fits the food they ate along with assigning the number of points they want them to have. A crate then appears for the child to tap until it pops open revealing the badge and points the parent just assigned. The kids and parents can decide when they are ready to cash in the points for the rewards they created initially. The app is fun and easy to use and fosters a positive environment.

Food Explorer Club features:

EARN BADGES & POINTS: When a child tries a new food, parents choose the badge that fits that food, then assigns the number of points. There are even badges for taking vitamins and having a clean plate.



THE BIG REVEAL: Once the parent has assigned badges and points, the child opens the crate that appears to reveal what they earned. Kids get so excited to see their badges and love competing with siblings to see who has the most points.

REWARDS: Parents can create rewards with their child that can be redeemed with the points. Being rewarded positively is a great way to encourage healthy eating habits. Rewards we've seen kids love include a trip to the park, sitting in Dad's chair at dinner, and dessert. The best part is that it's up to the parent to decide what rewards are given and how many points it takes for them to be redeemed.

LIMITED EDITION BADGES: Surprise! Kids love surprises and so do we. Be on the lookout for Limited Edition Badges that will only be available for limited periods.

PARENTS ARE IN CONTROL: The app is designed for the parent. Parents choose which badges their child earns along with the number of points. So if your child has allergies or your family doesn't eat certain foods, that's okay. You are in control of what your child sees.

About the Food Explorer Club

Many families struggle with picky eaters. The Food Explorer Club is an app designed to encourage kids to eat a variety of foods in a positive way. The app was created by Birmingham, Alabama parents who have two young children. Both picky eaters. Out of desperation to get them to try new foods, they started using the badge concept they use in the app to get them to try new foods. After quickly realizing it was working with their children, the parents decided to take the leap and create the app. Learn more at www.foodexplorerclub.com.

Download the app at <https://apps.apple.com/us/app/food-explorer-club/id1481324407>.

For additional information or interview inquiries, please email Food Explorer Club at hello@foodexplorerclub.com.