



Mac-n-Mo's

Media Kit



About:

Maura Megan Knowles aka Mo

Maura is a successful actor/singer/writer in Los Angeles and has appeared in television, film and theatre, including *Law & Order*, *Medium*, *Lie to Me*, *Special Victims Unit*, *Numbers*, *The Bold & The Beautiful*, Warren Beatty's *Bulworth* and Francis Ford Coppola's *Gidget*. Mo has also sung all over the world, which exposed her to many different cultures, cuisines, and delectable delicacies.

www.mauramknowles.com

Mac-n-Mo'S

A Board Certified Health Coach (A.A.D.P.) alumnae of the *Institute for Integrative Nutrition*, Mo is also the founder and C.E.O. of *Mac-n-Mo's, Inc.* Mac-n-Mo's is a low sugar, no sodium, gluten free, vegan, no preservative, Kosher, Non-GMO Project Verified baked goods company committed to producing the healthiest products possible for kids and adults alike. Mac-n-Mo's only uses wholesome, locally-sourced ingredients to create products that everyone can enjoy guilt-free. Mo doesn't use preservatives or chemical sweeteners as she relies primarily on nature's secrets (as well as some of her own) to deliver a MORSELICIOUS bite, which you can feel good about craving.

Mo created her *Morselicious Treats* for her diabetic father, Mac, who survived a quadruple bypass surgery in 2010. After begging her to make him a treat that complied with his strict dietary restrictions, Mo made it her mission to create "legal" treats he could enjoy. These morsels (pumpkin/cranberry and chocolate chip) are now Mo's go-to-dessert of choice and she is passionate about spreading the MORSELICIOUSness! She has since taken her bite sized morsels from her parents' kitchen in Sacramento, California to over 30 retail locations in California, Delaware and New Jersey, in addition to a plethora of online stores.

After Mo started getting countless requests from customers and fans wanting to be able to create their own healthy treats, she started making her **Morselicious Mix** available to the public. It is a completely natural mix of brown rice, almonds, unsweetened coconut, flax and spices. In addition to selling her Mix and Morsels, Mo has written two cookbooks which utilizes the mix in several of her recipes, giving everyone the chance to be MORSELICIOUSLY healthy at home!

As a health food pioneer, Mo is carving a difficult path. Her passion and dedication to her mission: *changing the way we eat snacks and treats*, offers a healthy, guilt-free, alternative to sugary cookies and her **Morselicious Mix** offers a clean NO sugar, no sodium, gluten-free, vegan, kosher, non-GMO Project Verified, cooking and baking mix alternative to most gluten-filled mixes you commonly find on the store shelves, making her more determined to succeed!

Mo writes an entertaining weekly blog as THE MORSELIST, including her unique recipe creations, healthy living tips, as well as funny & inspiring stories:

www.macnmos.com/the-morselist

You can find more information on Mac-n-Mo's Morselicious Treats and retail locations near you, by visiting:

www.macnmos.com



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Health Coach Program

Trained in over 100 dietary theories, Mo has discovered the importance of **bio-individuality** and the fact that “**one person’s food is another person’s poison.**” Mo works closely with her clients in creating a personalized “roadmap to health” that suits their unique body, lifestyle and preferences, which are paramount to a healthy lifestyle.

With Mo’s help, through her personalized health coaching sessions, or trying her 21-Day Ultimate Morselicious Detox Program, you can be one step closer to living a **MORSELICIOUSLY** healthy lifestyle.

A Proud member of:

- Host Committee for Dr. Oz’s non-profit Health Corps Gala
- The H.C.C. (Holistic Chamber of Commerce)
- Co-founder NUTSO-SWEET with Lauren O’Connor, R.D.
- Expert panel FOODUCIARY.com
- Fine Foods Group
- Contributing editor OURUSAMAGAZINE.com
- Institute for Integrative Nutrition
- National Association of Women Business Owners
- Active volunteer Big Brothers Big Sisters
- A.A.D.P. (American Act of Drugless Practitioners)

Speaking engagements:

- Dr. Oz’s non-profit, Health Corps
- Nutrition Club with Mo, the Morselist –list available upon request
- Virtual Conference Around the Plate
- Green Festival Los Angeles
- Chef’s Center healthy cooking classes
- School and parent healthy workshops

Media:

- Host I am Healthy Radio
- Mo, the Morselist VLOG
- GourmeTV.com

- Multiple interviews on radio, TV /news & magazines

Writing/Recipes:

- AroundthePlate.com
- Examiner.com
- Vitacost.com recipe developer
- Fooduciary.com
- OurUSAMagazine.com – contributing editor
- GoGreenAmericaTV.com
- Natural Awakenings Magazine
- Isla Organic Magazine
- ATasteforLife.com and magazine
- BigGreenHead.com
- Yummyplants.com
- Nutrisavvy.com
- LaurenKellyNutritionist.com
- DeliciousKnowledge.com
- EmbraceActivism.com
- TheConsciousChef.com
- KarenLangston-HealthyBites
- NavitasNaturals.com

Cooking classes and Nutrition Workshops: (adults and kids)

- Schools K-12
- Works USA
- Tutor Doctor
- Equitable Roots * WORKS USA



Media:

“You just eat them and you will add FIVE years to your life with every morsel!”



-Fritz Coleman
Correspondent, KNBC News

“Whether it’s a product, menu, recipe, or gadget, the AKA stamp confirms that it has been evaluated and approved by me, as a better quality and healthy choice. More specifically, it means that the product does not contain any nutrition “no, no’s,” (artificial stuff, too much of something, not enough of another...), its marketing message is truthful and it fits into a nutrition plan for optimal health.”



-Ashley Koff, RD
Featured in and writes articles for O, The Oprah Magazine
Regular Appearances on Dr. Oz and The Doctors

“These Morsels are the BEST product I’ve seen for getting a baked treat that really FEELS like a treat. My favorite thing about them is that they are satisfying, unlike many other low-calorie treats. I choose them for my clients and family.”

-Jill Brook, M.A.
Diet for Health
Appearances on The Today Show



(Cont.)

"I definitely recommend these treats to my family, friends and clients."



-Lauren O'Connor, MS, RD
Owner/Nutritional Consultant for Nutri-Savvy
ABC News Contributor

"If you see the Around the Plate seal of approval on a product, you know it is of the best quality and a healthy option to consider adding to your meal plan. No product better meets these standards than Mac-n-Mo's Morselicious Treats. With all natural ingredients and a well-balanced nutritional profile, you won't believe how yummy these treats actually are."



"Mac-n-Mo's Magical Morsels may be cute little bites of super-low-cal-nutri-tastic morseliciousness, but these moist treats pack a SINCERE mission and a surprisingly deep history."





Comparison I:

Mac-n-Mo's Morsels vs. Chocolate Chip Cookies	1 Mac-n-Mo's Morsel	1 Chocolate Chip Cookie
Calories Fat Sugar Carbohydrates Sodium Cholesterol Protein Weight Watchers points	 30 1g 1g 3.5g 0mg 0mg 1g 1 point for 2 morsels	 250 13g 20g 33g 250mg 15mg 3g 4 points for 1 cookie
EXTRA MORSELICIOUS FACTS	Gluten-Free Vegan Kosher No Preservatives Non GMO project verified Diabetic & Heart Friendly	<small>*Data taken from Nestle Toll House Chocolate Chip Cookie Nutritional Facts Grid</small>



Comparison II:

	MORSELICIOUS Mix	Gluten-free Mix
<p>Mac-n-Mo's Mix vs. Gluten-Free Mix</p> <p>Serving Size: ¼ Cup</p>		
<p>Calories</p> <p>Total Fat</p> <p>Saturated</p> <p>Trans Fat</p> <p>Sugar</p> <p>Carbohydrates</p> <p>Sodium</p> <p>Cholesterol</p> <p>Protein</p>	<p>120</p> <p>6g</p> <p>1.5g</p> <p>0g</p> <p>0g</p> <p>16g</p> <p>0mg</p> <p>0mg</p> <p>3g</p>	<p>160</p> <p>3.5g</p> <p>.5g</p> <p>0g</p> <p>3g</p> <p>27g</p> <p>390mg</p> <p>5mg</p> <p>4g</p>
<p>EXTRA MORSELICIOUS FACTS</p>	<p>NO Preservatives</p>	<p>Has Additives & Fillers:</p> <p>Sodium Bicarbonate</p> <p>Sodium Acid Pyrophosphate</p> <p>Potato Starch</p> <p>Xanthan Gum</p> <p><small>Data taken from Commercial Gluten-Free Mix Nutritional Facts Grid</small></p>



Testimonials:

Morsels-n-Mix

“Finally, something entirely good for you, that is entirely good! Good-bye cardboard heath bars, cookies, and morsels. Mac-n-Mo’s is the real thing. Look no further.”

- David Carey Foster

“I have always been committed to a healthy lifestyle, and so I have tried every brand of “healthy” desserts. The morsels are much tastier than anything I have ever had (addicting even), and healthier by far. I’m a huge fan.”

- Lindsay Young

“Thanks so much for your clear understanding of what a diabetic should be eating! You are rare indeed! There is such a need in the marketplace for honest and commitment and you certainly fill the bill! Your morsels are SUBLIME!”

- Harold, Santa Monica, CA

Health Coaching

“The best part of working with Mo is her non-stop belief in you and your potential. She has and continues to believe in me, even when I don’t believe in myself which is more important than any of the other tips, tricks, recipes or recommendations that she has given me.”

- Emily H., Michigan

“Mo has changed my entire eating habits and improved my health tremendously. I’ve lost 19 pounds since listening to her suggestions as well as lowered my cholesterol, blood sugar and blood pressure. My doctor asked at my last check up, “Whatever you’re doing, keep it up!””

- Doug J., Beverly Hills, CA

“Not only is Maura a fantastic resource when it comes to food and cooking, she is also a phenomenal speaker who will get you thinking about food and its health qualities in a whole new way.”

- Kati Mora, R.D. Around the Plate



Programs-n-Services:



One-on-One counseling

Guest Speaking

Corporate Wellness Seminars

Small Group Seminars

Working with Kids (one on one or small groups)

Mo's Nutrition Club

Healthy Cooking/Baking Classes

Custom Tailored Recipes

Grocery Store Field Trips





News:

Mo has been featured in the Autumn 2013 Issues of:

Where Women Cook Magazine



Our USA Magazine



As well as a host of other publications and media outlets:





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