

## Our Mission

### Helping parents everywhere raise curious, confident, capable kids.

At Kidstir, we believe in getting kids in the mix—after all, the more opportunities they have to try new things and build new life skills, the happier and more confident they'll grow up to be. But we're also parents who 100-percent understand that it can feel near impossible to create those moments as often as we'd like. It's easy to keep putting them off...until

they never happen at all. That's exactly why we launched our Happy Cooking Kits in 2014, and why we're absolutely thrilled to be introducing our Growing Up Guides in 2018. Consider each monthly delivery *time in a box*: a simple reminder to put the rest of life aside for a little while so you can learn and explore with the little people you love most.

Media Inquiries & Content Requests: Contact us at [hello@kidstir.com](mailto:hello@kidstir.com)

## What We Offer



Our boxes help kids ages 5 to 10 learn and practice real life skills that boost confidence and independence.



Kids can collect all their recipes and activity cards in dedicated binders to create their own **Happy Cooking Cookbook** or **Guidebook to Growing Up**, available for \$19.95 each. Free with a 12-month prepaid subscription.



Snapshot of our Happy Cooking Kit!

Boxes are delivered monthly and families can choose a subscription option that works best for them.

- > Prices start at \$12.95 a month
- > Multiple terms available with flexible payment plans: monthly, 3, 6, or 12 months
- > Special Edition boxes are available for \$19.95. No subscription required!



Shipping to U.S. and Military addresses: \$3.95 per box.



Our refer-a-friend program provides a \$10 credit for subscribers and a \$10 starting discount for friends.



All new subscribers receive 2 bonus years of *Family Circle*, *Parents* or *Rachael Ray Every Day* magazine



Subscribers also receive a weekly email newsletter that's packed with bonus recipes, activities, printables, and more.

# kidstir® happy cooking kits

Our Happy Cooking Kits are designed to spark a love of good food in kids. Each monthly home-delivered cooking kit provides a hands-on food adventure for children. The kits are themed around seasonal ingredients and occasions, and they've been tested with real families to ensure that everything is fun, learning-filled, easy to use, and absolutely delicious. Kids, along with their special grown-ups, love cooking with Kidstir. We do the planning so families can have fun in the kitchen!

## Each Happy Cooking Kit includes:

- 3 step-by-step recipes that are simple and easy for children and grown-ups
- 2 quality kid-sized cooking tools that get children involved in hands-on fun
- 1 special gift, like stickers, gift tags, door hangers, food-decorating templates, name cards, conversation cards, or a puzzle book
- 3 foodie-education pages about all aspects of food, including culture, vocabulary, science, math, and more
- 3 fun and learning-filled games and activities
- 1 fresh-food shopping list that's enclosed in the kit and emailed ahead of time



## Monthly Subscription Happy Cooking Kits

### **JANUARY** Soup's On!

Serve up bowls of hearty homemade soup.

### **FEBRUARY** We Heart

**Dinner** Turn an everyday meal into a grand occasion!

### **MARCH** Sunny Salads

It's time to toss up some colorful, tasty salads.

### **APRIL** Amazing Appetizers

Serve up finger foods to family and friends.

### **MAY** Hello, Breakfast!

Start your day with a farm-to-table breakfast.

### **JUNE** Snack Happy

When a snack attack hits, grab one made from scratch!

### **JULY** Summer Sips

Quench your thirst with some cool-off drinks.

### **AUGUST** Sandwich Shop

Get ready to make and pack a yummy lunch.

### **SEPTEMBER** Bake Me

**Happy** It's time to start baking your very own goodies!

### **OCTOBER** Spooky

**Celebration** Cook up some creepy cuisine for Halloween.

### **NOVEMBER**

### **Gobbling Good Fixings**

This Thanksgiving, head to the kitchen and get cooking.

### **DECEMBER** Winter

### **Wonderland Cookies**

Let it snow in your kitchen with a flurry of treats.

**SPECIAL EDITION KITS** No Subscription Required!

**Taco Truck Fun** Learn how to cook Mexican food at home.

**Bake My Day** Turn your kitchen into an at-home bakery.

**Good Morning** Wake up to a hearty homemade breakfast.

## Skills Kids Will Learn

Each kit introduces a range of new skills for kids to practice. Over the course of the year, they'll learn:

- Baking
- Boiling
- Breeding
- Browning
- Chopping
- Cleaning produce
- Cookie decorating
- Cracking eggs
- Frying
- Garnishing
- Grating
- Hulling
- Kitchen safety
- Kneading
- Making a crumb topping
- Making a pizza crust
- Making pudding
- Making a roux
- Making a rub
- Making salad dressing
- Mashing
- Measuring
- Melting butter
- Peeling
- Rinsing in a colander
- Seasoning with salt and pepper
- Scooping ice cream
- Slicing
- Stirring
- Tearing greens
- Using a blender
- Using chopsticks
- Using a funnel
- Using kitchen shears
- Using a rolling pin
- Using sandwich and cookie cutters
- Using a pastry brush
- Using a toaster oven
- Using tongs
- Whisking
- Working at the stovetop



# kidstir® happy cooking kits

## Get a Sneak Peek Inside our Happy Cooking Kits





# kidstir® GROWING UP GUIDES

Growing up is just about the biggest adventure there ever was—and it's full of twists and turns. Our Growing Up Guides provide a little GPS. Each monthly guide invites kids to explore a new destination on the road to becoming a big kid. By sharing cool facts and fun, hands-on activities, the guides provide kids with an engaging and entertaining way to practice valuable life skills. Even better, they promise to spark new family conversations and closer connections.

## Each Growing Up Guide includes:

- 3 sets of activity cards (18 pages total!) packed with educational info, games, challenges, and more
- 2 awesome gifts that give kids a chance to put their new skills into action
- 1 special item like a game board, sticker sheet, greeting card, and more
- Free download of the Growing Up Guides Map!
- Family chat ideas to spark new conversations
- Simple journal prompts to ignite creativity



## Monthly Subscription Growing Up Guides

**JANUARY Energy Bar**  
Fuel up and feel strong!

**FEBRUARY  
Caretaker's Cottage**  
Learn to care for living things like plants and pets.

**MARCH Friends & Family Tree** Feel closer to those you like and love the most.

**APRIL Mount Cleanamanjaro**  
Take pride in your living space.

**MAY Tech City** Get the best out of screens.

**JUNE The Big Pig** Earn, save, and spend your money.

**JULY Fix-It Factory**  
Use (real) tools like a boss.

**AUGUST Mirror Lake**  
Reflect on and understand all of your emotions.

**SEPTEMBER Time Lab**  
Manage your time, say bye to stress.

**OCTOBER Pleasant Park**  
Master your manners at home and in the world.

**NOVEMBER Kitchen Island**  
Cook, bake, and share!

**DECEMBER Party Palooza**  
Be a great guest and awesome host.

**SPECIAL EDITION GUIDES** No Subscription Required!

**Uncharted Territory** Travel someplace new (without getting lost).

**Launching Pad** Think creatively and solve problems like an entrepreneur.

**Voyage of the Leader Ship** Make a difference in your community.

## Skills Kids Will Learn

Each kit introduces a range of new skills for kids to practice. Over the course of the year, they'll learn:

- Accountability
- Adaptability
- Advocacy/self-advocacy
- Analysis/solution-focused mindset
- Attention
- Civility
- Collaboration
- Communication
- Compassion
- Creativity
- Critical thinking
- Decision-making
- Empathy
- Entrepreneurial mindset
- Digital fluency
- Financial literacy
- Flexibility
- Goal-setting
- Gratitude
- Grit
- Growth-mindset
- Health awareness
- Independence/self-reliance
- Initiative
- Innovation
- Leadership
- Mindfulness (being present in the moment)
- Media literacy
- Open-mindedness
- Organization
- Planning
- Perspective
- Resilience
- Responsibility
- Self-awareness
- Self-control/regulation
- Social/diversity awareness
- Time management



# kidstir® GROWING UP GUIDES

Get a Sneak Peek Inside a Growing Up Guide!



## Our Team

Kidstir is powered by a team of dedicated moms and dads, who draw on decades of experience working for some of the country's top companies for families:

**Aparna Pande, CEO & Founder** Aparna is mom to identical twin boys and an adorable guide-dog puppy. She has led world-class brands and teams at Disney, Meredith, and Mattel. Before moving from the Northeast to sunny California, she was also an adjunct professor at New York University.

**Hill Cheuk, Creative Director, Kidstir.com** Hill is a dad of two and has served as a creative and art director at Disney as well as top advertising agencies, including Deutsch and Secret Weapon Marketing in New York and Los Angeles.

**Deanna F. Cook, Content Director, Kidstir Happy Cooking Kits.** Deanna is a mom of two, author of more than 25 kids cookbooks (including the recently published *Cooking Class*), and children's cooking instructor. She has also been an editor and writer at *FamilyFun*, *Scholastic*, and *Highlights*.

**Katie Craig, Creative Director, Kidstir Happy Cooking Kits.** Katie is a mom of two and was previously art director of the award-winning *Wondertime* magazine. She has also designed interactive play exhibits for children's museums.

**Elizabeth Anne Shaw, Content Director, Kidstir Growing Up Guides.** Elizabeth is a mom and stepmom to two boys, and she's the former editor in chief of *FamilyFun*. She's held top editorial positions at numerous magazines, including *Scholarly Parent & Child*, *Parenting*, *SELF*, and more.

**Jennie Klock Utschig, Creative Director, Kidstir Growing Up Guides.** Jennie is a mom of two, and she's served as a creative and art director at *FamilyFun*, *Scholastic Parent & Child*, and *Real Simple*.

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## Our Partnerships

In 2015, we announced our partnership with the **California Autism Foundation** and the **Elwyn Foundation** for fulfillment services. The mission of these organizations is to provide people with autism and other developmental disabilities the best possible opportunities for lifetime support, training and assistance to help

them reach their highest potential for independence, productivity, and happiness. It's evident that we're a wonderful match at many levels. Kidstir is also dedicated to supporting schools nationwide, and we continue to regularly donate kits for auctions, fairs, and other fundraising efforts each year.

The company has also assembled a strong advisory board of experts in the fields of childhood development, pediatrics, and nutrition. **See the full panel on the About page on [kidstir.com](http://kidstir.com).**