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Tickle Your Tummy Nut-free Cookie Company prepares to satisfy the Dragons Den on CBC

Local bakery accepts the challenge to position the company for the executives on Dragons Den.

Aurora, ONT. Canada – April 29th 2009 – Tickle Your Tummy, Nut Free Cookie Company Inc.,

Nothing holds Jennifer Montoni back, not even the dragons. With yet another successful year of increase in sales, Tickle Your Tummy Nut Free Cookie Company needs an expansion in equipment to enhance operations. The company continues to ship its products throughout Canada and into the U.S. which has significantly grown in the last few years. When faced with the costs of expansion, Montoni knew to think outside of the box. “With the increase of business in the U.S. locations selling our products, I know that I need to keep up with demand by adding new equipment,” states Montoni. “I thought why not try and see if I would be a candidate for the Dragons Den”.

Applications for auditions were accepted in April and Montoni was ready and passionate about presenting her case. When thinking of expanding her successful operation yet again, Montoni knew this time it would be a challenge. “I have expanded in the past from my basement to an industrial unit, then again 2 years ago to my current larger facility. I know that when my sales continue to double, expansion is a natural progression to the next stage of my business”. Montoni started making Nut Free Cookies from a home based business many years ago and has turned the operation into a full scale bakery serving customers across North America.

Being an entrepreneur and with more determination than most, this single mom continues to push her company forward. She also speaks out to raise awareness on nut allergies in schools, parents groups and clubs to educate the public. “I consider it my social responsibility as a Nut Allergy Lifestyle Educator to continue to spread the word for children.” Nothing seems to stop Montoni from moving forward in her quest for cookies. Not even facing the dragons in the Dragons Den. Montoni will be posting on her blog and keeping her customers up to date on this exciting venture with the Dragons Den.

Tickle Your Tummy, Nut Free Cookie Company inc., operates its manufacturing facility out of Aurora, Ontario and has been in business since 2003. With an assortment of nut free cookies, cupcakes and now cakes, Tickle your Tummy has a retail outlet and also an online order process through its website. They continue to enhance their design capabilities making each product a fun, creative masterpiece. Quality and dedication to the cause, pushes the company forward to deliver healthy, nut free and wholesome goodness to its customers.

For more information on Tickle Your Tummy, Nut-Free Cookie Company Inc. or its products, please log onto www.tickleyourtummy.ca or call 905-222-1648 Press Contact: Donna Bogers Miller 416-816-1384