

## Hidden Foods Co. to Debut Two New Products at the 2025 Fancy Foods Show in Las Vegas

Attendees at the Fancy Foods Show will have the opportunity to sample these nutrient-packed pancakes and sauces, as well as meet the founder of Hidden Foods, Kendra Vallone Matthews. The company will be located in Booth #4046, West Hall



**Encinitas, California Jan 9, 2025** ([Issuewire.com](http://Issuewire.com)) - Hidden Foods Co., a beloved brand known for its innovative, nutritious food products, will make its return to the Specialty Food Association (SFA) Fancy Foods Show, this time at The Winter Show in Las Vegas. The Winter Show will take place from

January 19-21, 2025, at the Las Vegas Convention Center. Hidden Foods Co. will be debuting two exciting new products, alongside its popular Pancake Mixes and Slow Cooked Marinara.

This year, Hidden Foods is thrilled to introduce **Hidden Foods Ragu Sauce**, a rich and hearty twist on their traditional marinara. Slow-cooked all day with premium Italian sausage, this new Ragu is not only delicious but also packed with essential nutrients like carrots, beets, spinach, and kidney beans, making it a wholesome addition to any meal.

In addition, Hidden Foods will unveil its **Gluten Free Homestyle Pancake Mix**, designed for those seeking a gluten-free option without compromising flavor. This new mix features protein-packed flaxseed and oats, alongside a blend of essential vitamins, providing 50% of the daily value of Vitamins A, B, C, D, and E in just one serving.

Attendees at the Fancy Foods Show will have the opportunity to sample these nutrient-packed pancakes and sauces, as well as meet the founder of Hidden Foods, **Kendra Vallone Matthews**. The company will be located in Booth #4046, West Hall, in the Debut District.

“We are incredibly excited to bring these new products to the Fancy Foods Show,” said Founder Kendra Matthews. “Our mission has always been to provide healthy and delicious alternatives that both kids and adults can enjoy. With these new additions, we’re continuing to deliver on that promise—bringing families wholesome, nutrient-dense foods without compromising on taste.”

#### **About Hidden Foods Co.**

Founded in 2022 by Kendra Vallone Matthews, a dedicated mom and Sicilian granddaughter, Hidden Foods Co. was born out of a desire to combat the challenge of "the picky eater" and provide a healthy alternative to quick meals. Kendra's homemade sauce recipes, honed over years of family tradition, quickly became favorites among friends and family. Expanding from sauces to pancakes, cookies, and even healthy Mac n' Cheese, Hidden Foods Co. aims to offer gourmet flavors for adults and nutritious options for children.

Now available in 27 grocery stores across Southern California and growing, Hidden Foods Co. is quickly gaining national recognition, with a strong following on Amazon, Instagram, and endorsements from influencers and podcasters nationwide.

For more information, visit [www.hiddenfoodsco.com](http://www.hiddenfoodsco.com).

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