



## **FOR IMMEDIATE RELEASE**

### **Flavor Favors Advocates for Breastfeeding Mothers with Homemade Lactation Treats**

MEMPHIS, TN., March 13, 2018 – Flavor Favors, a local catering company, has created a solution to support mothers who experience challenges producing enough milk to breastfeed their babies. “There are so many benefits of breast milk and Flavor Favors advocates the consumption of natural and healthy resources as they aid in our youth’s mental and physical development,” says Flavor Favors Executive Chef Devin Marmon. “It doesn’t get more natural and healthy for babies than drinking their mother’s liquid gold.”

With his knowledge of “Normalize Breastfeeding” as an official worldwide movement and working in healthcare at a local hospital for the last 4 years, Marmon learned quickly about the benefits of breastfeeding, the number of mothers who struggle to produce enough milk to feed regularly or store it, and the challenges women face when feeding their children in public. Although breastfeeding in public is protected in all 50 states, families still face discrimination. With the assistance of lactation treats, mothers are able to not only feed more naturally, but they are able to pump more milk and bottle it to feed their babies in public. Instead of simply talking about these problems, Marmon took action with his first batch of oatmeal chocolate chip lactation cookies.

“I had no idea how popular my lactation cookies would become in such short amount of time,” says Marmon. The growing demand for the oatmeal chocolate chip lactation cookies quickly landed them as an official dessert, and soon he developed two more treats— oatmeal blueberry lactation cookies and chocolate chip lactation brownies. According to Marmon, his first Mom’s breast milk production tripled immediately. “Most Moms eat only a few cookies and have immediate results,” says a proud Marmon. Further, because of their flavorful taste, some Moms consume the entire dozen in one setting and some Dads help them—they’re just THAT good.

Not only does Flavor Favors offer meaningful support and increase awareness for an important cause through the provision of his lactation treats, but he caters events of all sizes including private dinners, offers more than 20 unique cheesecake flavors, more than 25 cookie flavors, and a variety of custom cakes and pies. Marmon has served many notable organizations in the community including St. Jude’s ALSAC, FedEx, The University of Memphis, Bridges USA, and STS Enterprise. “If you look closely at my logo, you will see a heart on the cleaver because for me, cooking is and will always be a labor of love.” Marmon is currently booking for 2020 events and all inquiries can be sent via the contact form on his website. All dessert orders can be placed through his website.

Six years ago, Devin Marmon was experiencing tough times. Little did he know this painful transition would help him discover his purpose through his passion for community service and love for food. Flavor Favors' vision is to create trade, training, and economic opportunities for Memphis youth by offering them chances to gain the necessary tools for entrepreneurship. By doing so, this helps them develop legacies for themselves and their families. Flavor Favors specializes in southern, Creole based cuisine and homemade desserts that cater to all through variety and love.

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