

KOA Partners with Tasty Bite® for Sampling Program at Select Campgrounds

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KOA NEWS SERVICE (August 10, 2021) – Kampgrounds of America, Inc. (KOA) and Tasty Bite® are bringing the Tasty By Nature tour to select campground locations across the United States. The tour will visit more than 40 KOA campgrounds and offer campers organic, ready-to-eat samples as well as the chance to win prizes.

Tasty Bite® offers a line of vegetarian or vegan, non-GMO entrees packed with exotic flavors and spices. Easy to heat at home or on the go, the entrees feature real ingredients that are healthier for you and can be prepared in just a few minutes. Tasty Bite® makes for the perfect outdoor companion for campers, hikers and roadtrippers.

“It’s important for us to partner with companies that not only align with our KOA values, but also provide value to our camping guests,” said KOA’s Chief Marketing Officer, Whitney Scott. “Tasty Bite® definitely fits that bill.”

The Tasty By Nature tour will visit more than 40 KOA campgrounds across the country to share some of the companies most popular products— Organic Madras Lentil (a delicious vegetarian Chili) and Chana Masala, a delicious and bold blend of chickpeas, onions, tomatoes, and spices. Campers will not only be able to try a sample, but also enter to win a selection of prizes for outdoor adventures.

Tasty Bite® samples will also be available to guests at additional KOA campgrounds not included on the tour route.

Follow the Tasty By Nature tour by visiting Tasty Bite® on Facebook, Instagram or Twitter.

About Kampgrounds of America:

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of “connecting people to the outdoors and each other.” The industry leader in outdoor hospitality, KOA’s family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company’s proprietary reservation software, K2, deliver’s campgrounds a complete advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures KOA is known for. For more information, visit [KOA.com](#).

About Tasty Bite

Get the taste of Indian and Asian cuisine without ever leaving your home! For over 25 years, Tasty Bite® has been making fast, flavorful and All-Natural ethnic food. Our products are full of aromatic spices like cumin, turmeric, and ginger combined with hearty vegetables and slow-simmered to perfection. It’s important to us that all our products not only taste good, but are also good for you! That is why every Tasty Bite® product is All-Natural and/or 100% Organic. That means clean labels, only naturally derived ingredients and no artificial ingredients! To maintain the high quality of our products we work closely to ensure that each and every ingredient is certified Natural and/or Organic and are GMO-free.