



Catalina Crunch

Catalina Crunch is a modern snack brand founded by Krishna Kaliannan that creates low-carb, keto-friendly, plant-based cereals and snacks designed to offer a healthier, high-protein alternative to traditional sugary breakfast and snack foods.



Siete Chips

Siete Foods is a Mexican-American, family-founded and women-led brand known for its grain-free, gluten-free tortilla chips and snacks inspired by traditional flavors. The company crafts its products to be inclusive of a wide range of dietary needs while honoring its cultural roots.



Gimme Seaweed

Gimme Seaweed is a women- and minority-owned snack brand based in Northern California that specializes in 100% vegan, gluten-free, and keto-friendly roasted seaweed snacks. The company focuses on creating healthy, flavorful snacks while promoting sustainability and clean eating.



Lesser Evil

LesserEvil set out to create the “cleanest snacks in the world,” using organic ingredients and oils like coconut or avocado instead of industrial seed oils. Its Buddha Bowl line embodies the brand’s simple, sustainable ethos. With bold transparency and better-for-you formulas, the company has become a leader in mindful snacking.



Oh Snap

A brineless, timeless, better for you snack. Perfectly crisp for a satisfying crunch and packed with a dilly flavor. We source +80% of our produce from local farms. The best are hand-selected to ensure exceptional quality. After brining and chilling, they emerge as Oh Snaps.



Pocky Cookie Sticks

Pocky Cookie Sticks are crisp, lightly sweet biscuit sticks coated in smooth chocolate or flavored cream, creating a satisfying contrast of crunch and creaminess. Their slim shape and variety of flavors make them a playful, shareable snack that's easy to enjoy anytime.



Wilcox

Like all Wilcox eggs, our Hard Boiled Eggs are Humane Farm Animal Care Certified and free from hormones and antibiotics. Convenient. Delicious. A treat for any time of day. Wilcox Hard Boiled Eggs are packed with protein and make an excellent healthy snack.



Maxine Heavenly Cookies

Maxine's Cookies is a beloved local bakery known for its rich, homemade cookies baked fresh with high-quality ingredients and classic recipes. From soft, chewy favorites to seasonal specialties, Maxine's delivers comforting treats that feel nostalgic and indulgent in every bite.



Uglies Kettle Chips

Uglies Chips is a snack brand known for turning "imperfect" or misshapen potatoes into tasty, crunchy chips, helping to reduce food waste. Many of their chips are vegan and gluten-free, offering a flavorful snack while promoting sustainability.



Barebell Protein Bars

Barebells is a Swedish brand known for its protein bars and functional snacks, offering both dairy-based and plant-based options to support active lifestyles. While some of their products are vegan and gluten-free, most are not keto-friendly, and the company is not women-owned or based in the U.S.



THINK
JERKY™



GLUTEN-FREE

Think Jerky

Delicious Chef crafted jerky. We only use 100% grass-fed beef that has no hormones, antibiotics, gluten, or nitrates, in recipes crafted by different Michelin-star Chefs.



noosa®



GLUTEN-FREE



DAIRY

Noosa

The only premium yoghurt that provides a full-on tasty experience, with bright, full flavors, vibrant fruit, velvety smooth texture. Noosa creates moments brimming with abundant flavor, using the finest All-Natural Ingredients: real fruit, rGBH free whole milk, probiotic cultures, wildflower honey, no artificial colors or flavors



BAKING
COMPANY



GLUTEN-FREE

Wow Baking Company

WOW Baking Company is a Washington-based bakery founded in 2006 that specializes in **soft-baked, wheat- and gluten-free cookies, brownies, and cake mixes**, made in a dedicated gluten-free facility to support people with celiac disease and gluten sensitivities. The brand is known for using premium ingredients like real butter and vanilla, focusing on indulgent flavor and texture without artificial colors or flavors.



SKINNYDIPPED



GLUTEN-FREE



WOMEN
OWNED

Skinny Dipped

SkinnyDipped is a **Seattle-based, women-founded snack brand** started in 2012 that's best known for its **thin-dipped nuts and chocolate treats made with less sugar and clean ingredients**. Founded by a mother-daughter team, the company focuses on balancing indulgent flavor with mindful nutrition and has grown into a nationally distributed brand while actively supporting women and community-focused initiatives.



TONY'S
CHOCOLONELY®



VEGAN

Tony's Chocolonely

Tony's Chocolonely is a Dutch chocolate company founded in 2005 in Amsterdam with the mission to make 100% slave-free chocolate the norm by addressing child labor and exploitation in the cocoa industry. Known for its bold packaging and unevenly divided chocolate bars, the brand combines advocacy with fully traceable cocoa sourcing and long-term farmer partnerships to drive systemic change across the chocolate supply chain.



GLUTEN-FREE



WOMEN OWNED

Tsubi Soup

Tsubi Soup is a **Tokyo-based, vegan soup brand founded in 2015** that specializes in **premium instant miso soup cubes made in Japan**, designed to be ready in seconds with just hot water. The brand focuses on clean, minimalist formulations—offering **100% plant-based, gluten-free soups made with non-GMO ingredients, no MSG, and fully traceable sourcing**—bringing authentic Japanese flavors to a modern, on-the-go format.



GLUTEN-FREE



WOMEN OWNED

Climate Candy

Climate Candy is a **women-founded snack brand launched in 2018** that focuses on turning climate problems into candy by **upcycling imperfect fruits and vegetables into plant-based sweets**. Best known for its **FAVES fruit-and-veggie chews**, the company emphasizes food-waste reduction, clean ingredients, and vegan, gluten-free formulations while helping farmers sell more of their harvest and keep produce out of landfills.



GLUTEN-FREE



WOMEN OWNED

Honey Mama's

Honey Mama's is a **Portland, Oregon-based chocolate brand founded in 2012 by Christy Goldsby**, known for its **refrigerated chocolate truffle and fudge-style bars sweetened with raw honey** and made from simple, whole-food ingredients. Positioned around "healthy indulgence," the brand emphasizes food-as-medicine values, offering treats that are **free from refined sugar, dairy, gluten, and soy** while delivering a rich, brownie-batter-like texture that has earned a strong national following.



GLUTEN-FREE



WOMEN OWNED

Olyra

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VEGAN



GLUTEN-FREE

Unreal

UNREAL Snacks is a **Boston-based better-for-you chocolate brand founded in 2011** by brothers Nicky and Kristopher Bronner and their father, Michael Bronner, with a mission to **"unjunk the world"** by reimagining classic candy with **real ingredients and significantly less sugar**. Known for products like peanut butter cups, coconut bars, and chocolate-covered pretzels, UNREAL avoids artificial dyes, flavors, and preservatives while delivering indulgent taste, and is now sold in **30,000+ retail locations nationwide**



Artisan Tropic

Artisan Tropic is a **family-owned snack brand founded in 2014** that specializes in **plantain and cassava-based chips inspired by Colombian flavors and heritage**, using simple, clean ingredients sourced directly from smallholder farmers in Colombia. The brand is known for its **seed-oil-free, gluten-free snacks and commitment to regenerative agriculture and fair farming practices**, connecting better-for-you snacking with positive impact on rural communities.

STELLAR



Stellar Snacks

Stellar Snacks is a **woman-owned pretzel brand founded in 2019 by mother-daughter duo Elisabeth and Gina Galvin**, known for baking **artisanal, vegan, and non-GMO pretzels from scratch** in their family bakeries. The brand stands out for its bold flavors, sustainably sourced ingredients, and artist-designed packaging, and has quickly expanded to **nationwide retail distribution and major airline snack programs** while staying rooted in creativity, quality, and community impact.

BARNEY
- BUTTER -



Barney Butter

Barney Butter is a **California-based almond butter brand founded in Fresno** that's known for its uniquely smooth, no-stir texture achieved by blanching (skin-removing) almonds before grinding. Made with **locally sourced California almonds** in a dedicated peanut-free facility, Barney Butter products are **Non-GMO verified, gluten-free, and allergy-conscious**, appealing to consumers seeking clean, premium nut butters with consistent flavor and texture.

SUNNIE



Sunnie

Sunnie Snacks is a **California-based, mom-founded snack brand launched in 2020** that creates organic, plant-forward snacks designed for kids and families, offering familiar flavors with cleaner, more thoughtful ingredients. Founded by Lissette Howard and Katy Tucker, Sunnie focuses on making nutrition fun, convenient, and guilt-free, with products approved by pediatric nutritionists and increasingly available in major retailers like Target and Whole Foods.

Wonderful



Wonderful

Wonderful Snacks, best known for **Wonderful Pistachios** is a flagship brand of **The Wonderful Company**, producing California-grown pistachios harvested from its own orchards in the Central Valley and roasted into a wide range of flavored and in-shell snacks. Positioned as a **better-for-you snack**, Wonderful emphasizes plant-based protein, fiber, and sustainable farming practices, helping transform pistachios from a commodity nut into one of the best-selling snack nuts in the U.S.

The logo for Realsy, featuring the word "realsy" in a bold, lowercase, brown, sans-serif font on a light beige background.

Realsy

Realsy makes simple, clean-ingredient snacks — like organic Medjool dates filled with peanut or nut butter and sometimes cacao — that are vegan, gluten-free, non-GMO, and free from dairy, soy, seed oils and artificial additives. Their products are ideal for plant-based or allergen-conscious eaters looking for a naturally sweet, whole-food treat



Gr8nola

Gr8nola is a **California-based superfood granola brand founded in 2013 by former Olympic Trials swimmer and ex-techie Erica Liu Williams**, created to deliver clean, great-tasting granola without refined sugar. Known for its bold flavors made with functional ingredients like turmeric, matcha, cacao, and chia, Gr8nola focuses on **low-sugar, nutrient-dense recipes made with organic virgin coconut oil**, and has built a strong following among wellness-minded consumers and tech companies alike.

The logo for CocoJune, featuring the word "cocojune" in a blue, lowercase, sans-serif font on a white background.

CocoJune

CocoJune products are premium, organic, dairy-free yogurts and spreads made from cultured coconut, known for their ultra-creamy texture and science-backed probiotic strains that support gut health. Made with a minimal ingredient list and no dairy, soy, or artificial thickeners, CocoJune positions itself as a clean-label, plant-based alternative that feels indulgent while staying nutrient-focused and environmentally conscious.

The logo for Fruit for Thought, featuring the words "FRUIT for THOUGHT" in purple and green, with a green leaf icon above the word "THOUGHT".

Sigona's Fruit for Thought

Fruit For Thought by **Sigona's** is a **California-born snacking brand** specializing in **premium dried fruit and fruit-and-nut snacks** made with simple, recognizable ingredients and **no added sugar or preservatives**. Built on Sigona's long-standing commitment to quality sourcing, the brand offers **single-ingredient dried fruits and thoughtfully balanced mixes** designed for everyday, feel-good snacking at home, work, or on the go.

The logo for Good Culture, featuring the word "good" in a large, blue, lowercase, sans-serif font, with "CULTURE" in a smaller, blue, uppercase, sans-serif font below it.

Good Culture

Good Culture snacks center on **clean-label, protein-forward cultured dairy**, best known for their **single-serve cottage cheese, sour cream, and cream cheese snacks made with simple ingredients and live probiotic cultures**. The brand focuses on **pasture-raised dairy, no artificial preservatives, and minimally processed recipes**, positioning its snacks as satisfying, gut-friendly options for everyday healthy eating.



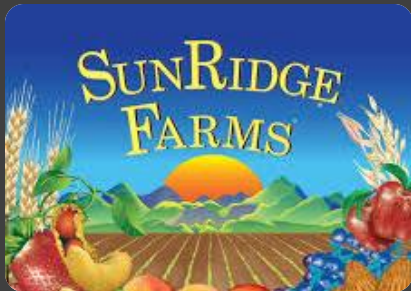
S'noods

S'NOODS is a chef-founded snack brand that reimagines pasta into light, crunchy "noodle chips" inspired by global flavors, including Rigatoni Basil Pomodoro and Spicy Miso Ramen. Founded by Lauryn Bodden, winner of Netflix's *Snack vs. Chef*, the brand focuses on vegan, gluten-free recipes made from alternative flours and bold seasonings that bring comfort-food nostalgia to the snack aisle.



Poshi

Poshi snacks are **Mediterranean-inspired, single-serve olive snacks** designed for convenient, better-for-you snacking on the go. Made from **premium pitted olives and marinated vegetables**, Poshi products are **vegan, gluten-free, low-carb, and keto-friendly**, with no artificial preservatives and mess-free packaging.



SunRidge Farms

SunRidge Farms is a **family-owned California brand** that has been producing **organic and all-natural snacks since 1982**, with a broad lineup that includes trail mixes, nuts, seeds, dried fruit, granolas, and confections. Based in **Royal Oaks, California**, the brand is known for its commitment to **clean ingredients, certified organic options, and bulk-friendly formats**, making wholesome, accessible snacking a core part of its mission.



South Forty Snacks

South Forty Snacks is a **Seattle-based, seed-and-nut snack brand founded in 2018**, originally focused on premium giant sunflower seeds and now expanded to crunchy nut bars made with just 4-7 simple ingredients like whole nuts and a touch of honey. The company focuses on **clean, thoughtfully sourced ingredients**, minimally processed recipes, and transparent packaging, positioning its snacks as wholesome, naturally satisfying options rooted in nature.



Sabra

Sabra is best known for its **Middle Eastern-style dips such as hummus and guacamole** manufactured in New York and Virginia. The brand offers a variety of refrigerated snack packs like **Snackers** cups with hummus or guacamole paired with pretzels or tortilla chips, and is recognized for *Non-GMO Project Verified, kosher, vegetarian, vegan, gluten-free*, and clean-label products.



Mamame Tempeh

Mamame is a mother-daughter-founded snack brand by Liz Kang and Alvina Chun that transforms fermented black-eyed pea tempeh into crunchy, kettle-cooked chips using just plant-based ingredients like tapioca flour and coconut oil, evoking a home-cooked, heritage-rooted approach. Their tempeh chips are vegan, gluten-free, soy-free, and dairy-free.



Partake

Created in 2016 by Founder and CEO Denise Woodard, when her daughter was diagnosed with multiple food allergies, Partake exists to offer a selection of delicious, allergy-friendly foods that those with and without food restrictions can enjoy and share with confidence. All offerings are certified gluten-free, non-GMO, vegan and are free of the top 9 allergens (wheat, tree nuts, peanuts, milk, eggs, soy, fish, sesame and shellfish).



Pipcorn

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Boobie Bars

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Rip Van

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MYLK Labs

Mylk Labs is a **Los Angeles–based brand founded in 2017 by Grace Cheng**, creating **gluten-free, vegan instant oatmeal cups** featuring glyphosate-free oats, real fruit, and plant-based protein—designed for quick, low-sugar, high-fiber meals on the go. Starting as a travel-friendly breakfast solution, the brand emphasizes clean ingredients, minimal sugar, and convenient prep.



Mike's Mighty Good

Mike's Mighty Good is a **Northern California–based brand** under family-owned **Bright People Foods** in Woodland, CA—best known for its **organic, non-GMO craft ramen cups and instant soups** featuring rich bone-broth and vegetarian miso options. Launched to offer a higher-quality instant noodle experience, the brand emphasizes clean, thoughtfully sourced ingredients, sustainable packaging, and artisanal flavors like chicken, pork tonkotsu, and kimchi miso.



Natures Bakery

Nature's Bakery is a **Reno-based brand** (est. 2011) now part of **KIND/Mars**, specializing in **soft-baked whole grain and fruit snack bars**. Their snacks are **plant-based, dairy-free, nut-free, gluten-free**, and **Non-GMO Project Verified**, crafted with simple ingredients and no added sugars or preservatives.



Kerrygold

Kerrygold is an **iconic Irish dairy brand**, produced by **Ornua**, a farmer-owned cooperative, and best known for its **grass-fed Irish butter and cheeses** made from milk sourced from pasture-raised cows. Renowned for its rich flavor and golden color, Kerrygold emphasizes **traditional Irish dairy practices, simple ingredients, and high butterfat quality**, making it a staple premium butter brand worldwide.



Michel Et Augustin

The Troublemakers of Taste. Back in 2004, Michel and Augustin said au revoir to their business suits and set out on an adventure in Paris. These two old friends were on a mission: to make the best cookies they'd ever tasted using simple, quality ingredients.



Love Corn

Love Corn is a **London-born crunchy corn snack brand**, founded in **2016**, offering small, roasted corn kernels available in a range of bold flavors like Sea Salt, BBQ, and Salt & Vinegar. The snacks are made with **simple ingredients**, and are **plant-based, gluten-free, vegan, Kosher, Non-GMO**, promoted as a healthier, lower-fat alternative to traditional chips.



Kind Bar

KIND Bars are a **nut-forward snack bar brand** founded in **2004**, best known for using **whole, recognizable ingredients** like nuts, seeds, and dried fruit held together with honey. Positioned around the mission of being "kind to your body, your taste buds, and the world," KIND helped popularize **transparent packaging and clean-label snacking** and is now a major global brand under Mars, Incorporated.



Perfect Bar

Perfect Bar is a refrigerated protein bar brand founded in 2005 by the Keith family in California, best known for its peanut-butter-based bars made with whole-food ingredients like nuts, honey, and organic dairy. The brand emphasizes freshness, clean labels, and balanced nutrition, and has grown into a national leader in the refrigerated snacking category while remaining family-founded and mission-driven.



Fage

Fage is a **Greek dairy brand** founded in **1926**, best known for its **thick, strained Greek yogurt** made with simple ingredients and a high-protein profile. Renowned for its rich texture and clean taste, Fage helped popularize authentic Greek yogurt globally and remains a staple for both everyday eating and culinary use.



LonoLife

LonoLife is a **better-for-you nutrition brand** founded in **2011** that's best known for its **protein-rich bone broth powders and bars**, designed to support gut health, immunity, and active lifestyles. The brand emphasizes **clean ingredients, collagen protein, and functional nutrition**, offering convenient, savory alternatives to traditional sweet protein snacks.



Epic Gum

Epic Gum is a **clean-ingredient chewing gum brand** best known for using **100% xylitol as its sweetener**, which is clinically shown to support oral health and reduce cavity-causing bacteria. The brand focuses on **dentist-recommended, naturally flavored gum** with no artificial sweeteners, colors, or aspartame, positioning itself at the intersection of wellness and everyday oral care.



Brami Lupini Beans

Brami is a **Mediterranean-inspired snack brand** best known for popularizing **lupini beans** in the U.S. as a crunchy, protein- and fiber-rich snack. Brami focuses on **plant-based, clean-ingredient snacks** rooted in traditional Italian eating habits, positioning lupini beans as a modern, better-for-you alternative to chips and nuts.



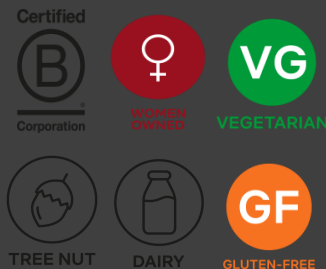
Moku Jerky

Moku Foods is a **Hawai'i-inspired snack brand** best known for its **premium beef jerky and meat sticks** made with **100% grass-fed beef**, simple ingredients, and bold island flavors like Hawaiian Teriyaki and Sweet & Spicy. Founded by **McKenna and Taylor**, the brand focuses on **clean labels, no artificial preservatives, and cultural authenticity**, positioning Moku as a modern, better-for-you take on traditional jerky.



Lentiful

Lentiful is a **plant-based meal and snack brand** focused on **lentil-based cups** that deliver protein, fiber, and bold global flavors in a convenient just-add-water format. Positioned as a savory, better-for-you alternative to instant noodles, Lentiful emphasizes **clean ingredients, vegan nutrition, and comfort-food satisfaction** for quick lunches or light meals.



Simple Mills

Simple Mills Almond Flour Cheddar Crackers are a gluten-free snack made with almond flour, real cheddar cheese, and simple, clean ingredients. They have a light, crispy texture and a savory, cheesy flavor, making them a wholesome alternative to traditional wheat-based crackers. These crackers are also grain-free and designed for those seeking minimally processed snack options.



Catalina Crunch

Catalina Crunch is a better-for-you cereal brand known for its low-sugar, high-protein, and keto-friendly cereals made with plant-based ingredients. The brand focuses on delivering classic cereal flavors while appealing to health-conscious consumers who want fewer carbs and more functional nutrition without sacrificing taste.



Painterland Sisters

Sisters Hayley and Stephanie Painter grew up in the rolling hills of Tioga County, PA. It is their passion to share the joy, beauty and hard work of farming. They source only USDA organic milk from their regenerative family farm, Painterland Farms, and others like it in Pennsylvania. Their yogurt is always USDA certified organic, pasture-raised, Non-GMO and free of antibiotics, hormones and chemicals. Organic farms use 45% less energy and release 40% fewer carbon emissions than conventional farms.



Chocovivo

ChocoVivo is the first Los Angeles bean-to-bar chocolate factory. Our roots began with one farmers market stand, building, fostering and educating the community of vendors, farmers, and customers. ChocoVivo products stand for a brand that is unique and Made in Los Angeles. We strive to produce chocolate that is wholesome and clean with a vertically integrated supply chain with our partner/farmer in the heart of the Yucatan in Mexico.



Bakerly

Bakerly is a baked-goods brand best known for its soft, authentic French brioche made using simple, traditional ingredients and European baking techniques. The brand focuses on delivering indulgent yet approachable products—like brioche loaves, buns, and snack-size treats—that balance rich taste with clean labels and everyday convenience.



Bitchin Sauce

Bitchin' Sauce is a California-born, plant-based condiment brand best known for its almond-based dips that blend bold flavors with a creamy, craveable texture. Originally sold at farmers markets, the brand has grown into a cult favorite for its clean ingredients and versatile use as a dip, spread, or sauce across everyday meals.

The logo for Cauli Puffs features the words "CAULI" and "PUFFS" stacked vertically in a bold, black, hand-drawn font on a white background.

VEGETARIAN



LOCAL



GLUTEN-FREE

Caulipuffs

CauliPuffs is a better-for-you snack brand that makes light, crunchy puffs using cauliflower as a key ingredient. The brand focuses on delivering bold flavors and satisfying texture while offering a veggie-forward alternative to traditional chip and puff snacks.

The logo for Woodridge Snacks features a stylized white "W" inside a brown square, with the words "Woodridge" and "SNACKS" below it in a brown, serif font.

VEGAN



KETO



GLUTEN-FREE

Woodridge Snacks

Woodridge Snacks is a globally inspired snack brand known for its adventurous, better-for-you offerings made with real ingredients sourced from around the world. The brand focuses on bold, international flavors—like tempura seaweed chips, sticky rice chips, mochi rice nuggets, and vacuum-fried vegetables—while emphasizing non-GMO ingredients, gluten-free options, and plant-based indulgence.

The logo for Jackson's Honest Chips features the words "SNACK SUPER" in small white letters above the word "JACKSON'S" in large, bold, white, hand-drawn letters, all set against a red background with radiating lines.

VEGAN



GLUTEN-FREE

Jackson's Honest Chips

Jackson's Honest Chips is a premium snack brand known for its kettle-style chips made with simple ingredients and cooked in responsibly sourced oils like avocado oil. Founded with a focus on clean labels and real food integrity, the brand emphasizes transparency, great taste, and better-for-you indulgence without artificial additives.

The logo for Magic Spoon features the words "MAGIC" and "SPOON" stacked vertically in a bold, white, sans-serif font on a purple background.

VEGETARIAN



KETO



GLUTEN-FREE

Magic Spoon

Magic Spoon is a modern cereal brand that reimagines classic childhood flavors with a high-protein, low-sugar formula made from simple, thoughtfully chosen ingredients. Designed for adults looking for better-for-you breakfast options, the brand delivers nostalgic taste while supporting low-carb, keto-friendly, and gluten-free lifestyles.

The logo for Biena features the word "BIENA" in a bold, black, sans-serif font inside a yellow circle with radiating lines, all on a teal background.

MINORITY OWNED



WOMEN OWNED



VEGAN



GLUTEN-FREE

Biena

Biena is a snack brand best known for its crunchy roasted chickpea snacks that deliver plant-based protein and fiber with bold, savory flavors. Founded with a focus on simple ingredients and mindful snacking, the brand offers a better-for-you alternative to traditional chips and puffs while staying approachable and craveable.



EverBar

EverBar Wafer is a line of indulgent protein wafer bars that combines layered wafers and creamy fillings with functional nutrition. Designed to taste more like a treat than a traditional protein bar, EverBar Wafers deliver convenient energy and protein for workouts, on-the-go snacking, or a dessert-style moment without feeling overly heavy.



Muddy Bites

Muddy Bites is a playful snack brand best known for its waffle-cone snacks filled with chocolate, inspired by the iconic last bite of an ice cream cone. The brand blends nostalgia and indulgence with convenient, grab-and-go formats, offering both milk and dark chocolate varieties designed to deliver that "best bite" every time.



Organic Valley - Stringles

Organic Valley Stringles Cheese is an organic string cheese made from real organic milk, offering a creamy, mild flavor with the classic peel-apart texture kids and adults love. Produced by Organic Valley's farmer-owned cooperative, Stringles are USDA Organic and made without artificial flavors, colors, or preservatives, making them a simple, wholesome snack option.



Skinny Pop

SkinnyPop is a popular popcorn brand best known for its light, simple ingredients and clean-label approach to snacking. Made with non-GMO popcorn, sunflower oil, and seasoning, SkinnyPop positions itself as a better-for-you, great-tasting snack that's easy to enjoy anytime, from movie nights to on-the-go moments.



MadeGood

MadeGood is a snack brand focused on creating school-safe, allergen-friendly snacks made with organic ingredients and hidden vegetable nutrients. Known for products like granola bars, bites, and cookies, MadeGood positions itself as a better-for-you option that families can feel good about sharing with kids and adults alike.



Solely Fruit Jerky

Solely Fruit Jerky is a clean-label snack brand known for its chewy fruit strips made from **just one ingredient: whole organic fruit**. With no added sugar, preservatives, or concentrates, Solely focuses on simple, naturally sweet snacks that deliver fruit in a convenient, on-the-go format.



Welch's Fruit Snacks

Welch's Fruit Snacks are a classic chewy snack known for their bright fruit flavors made with real fruit purée and juice concentrates. Backed by the trusted Welch's brand, they're positioned as a fun, convenient treat that combines candy-like appeal with a fruit-forward twist for kids and families.



Strong Roots

Strong Roots Mac & Cheese is a **plant-based, frozen comfort meal** that puts vegetables front and center, using ingredients like root veggies and a creamy dairy-free sauce. The brand positions it as a better-for-you twist on a classic favorite—hearty, satisfying, and made with simple, recognizable ingredients.



Orion Turtle Chips

Orion Turtle Chips are a popular Korean snack known for their **unique four-layered, turtle-shell shape** that delivers an extra-crispy crunch in every bite. Available in bold flavors like Choco Churros and Sweet Corn, they combine playful texture with sweet or savory seasonings, making them a standout in the global snack aisle.



Its Nola

Its Nola is a modern granola brand that puts a playful twist on a pantry staple, focusing on bold flavors and a crave-worthy crunch. Known for eye-catching packaging and approachable ingredients, the brand positions granola as a fun, everyday snack rather than just a breakfast add-on.



VEGAN



WOMEN-OWNED



GLUTEN-FREE

Bobos

Bobo's is a comfort-driven snack brand best known for its **homestyle oat bars, bites, and baked goods** inspired by the founder's family recipe. The brand focuses on simple, hearty ingredients and nostalgic flavors, positioning its products as filling, feel-good snacks that fit naturally into everyday routines.



GLUTEN-FREE



VEGETARIAN

Good Crisp

The Good Crisp Company is a better-for-you snack brand known for reimagining classic **stackable potato chips** with simpler ingredients and a lighter nutritional profile. Positioned as a nostalgic yet modern alternative, the brand emphasizes great flavor with fewer additives, appealing to families and health-conscious snackers alike.



VEGAN



GLUTEN-FREE

Yum Earth

YumEarth is a better-for-you candy brand best known for its **organic, allergen-friendly gummies, lollipops, and sweets** made without artificial dyes or flavors. Focused on clean ingredients and inclusive snacking, the brand is especially popular with families and schools looking for treats that feel fun while accommodating common dietary restrictions.