



Tate's Bake Shop

Tate's Bake Shop began when founder Kathleen King started selling cookies at her family's Long Island farm stand at just 11 years old. Her crisp, buttery cookies quickly developed a cult following. Today, the beloved women-founded brand is known nationwide for its signature thin-and-crunchy style.



Stacy's

Stacy's started as a Boston sandwich cart where founder Stacy Madison handed out leftover pita chips to customers waiting in line. The chips became more popular than the sandwiches themselves, inspiring her to turn them into a business. The women-founded brand grew into one of the biggest names in better-for-you snacking.



Hippeas

Hippeas is a plant-based snack brand that helped popularize chickpea puffs in the natural-foods world. Its bright personality and clean-ingredient focus made it a fast-growing favorite. A boost from early investor Leonardo DiCaprio brought the brand major visibility and cultural cachet.



Clif Bar

Clif Bar was born during a long bike ride when founder Gary Erickson realized existing energy bars tasted like "damp cardboard." Determined to make something better, he created his own recipe and named the company after his father, Clif. The brand's legend includes Erickson turning down a massive \$120 million acquisition offer.



MadeGood

MadeGood snacks are crafted in a dedicated facility free from the top eight major allergens, making them a go-to choice for school-friendly snacking. Family-run and organic, the brand is committed to both safety and sustainability. It's one of the rare snack companies trusted by parents, teachers, and dietitians alike.



Sahale

Sahale was founded by two Seattle climbing friends who were tired of bland trail mix on their adventures. They began creating gourmet nut blends inspired by global flavors, from Thai chili to pomegranate pistachio. The brand helped redefine what premium trail snacks could be.



Terra Chips

Terra Chips was created by two NYC chefs who wanted to elevate the simple chip with color, flavor, and culinary craftsmanship. By using root vegetables like taro, sweet potato, and beet, they developed a signature rainbow chip that stood out in gourmet markets. The chef-driven approach remains core to its identity.



Deep River Snacks

Deep River Snacks is a mission-driven chip brand that features a different charity on each flavor. Many of the causes are connected to the founders' families and personal experiences. Every purchase helps support the organization printed right on the bag—snacking with purpose.



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.



EverBar

EverBar Chocolate Wafers were created by two immigrant brothers who spent nearly a year perfecting a European-style wafer bar with better ingredients. The result is a light, crispy dark-chocolate treat that offers a richer cocoa profile and lower sugar than many traditional wafer snacks. Designed as a grab-and-go indulgence, it pairs perfectly with coffee or tea for a nostalgic yet elevated bite.