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7 Companies Striving To Make Healthier Foods For Kids (And Grownups)

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With two-thirds of children's calories coming from ultra-processed foods, these 7 companies working ... [+] GETTY

Kids these days are getting more of their daily calories than ever – about two-thirds of their total – from “ultra-processed foods.” Ready-to-eat packaged foods typically are filled with additives such as synthetic dyes, artificial sweeteners, and emulsifiers, which aren’t good for our bodies. They are linked to obesity, high blood pressure, and insulin resistance. Examples of ultra-processed foods include pizza, ice cream, cereal, baked goods, candy, fast food and burgers.

Fortunately, a growing number of companies are striving to make their packaged foods healthier – while still appealing to kids (and adults) through classically appealing products and great taste. Here are seven of them: SkinnyDipped, Nowadays, Goodles, Nuttzo, Zevia, REAL Cookies and Freestyle.



Lauren Berger and Marla Felton are the cofounders of REAL Cookies. REAL COOKIES

6. REAL Cookies

REAL Cookies are plant-based, gluten, and grain-free cookies made with only clean, real ingredients such as almond and coconut flour, pure maple syrup, vanilla, real fruit and dark chocolate. They're also dairy-free, vegan, kosher, and paleo-friendly. Flavors include chocolate chip, peanut butter chocolate chip, and fresh lemon blueberry.

Best friends Lauren Berger and Marla Felton are the cofounders of REAL Cookies. They were motivated to bring more healthy, wholesome and clean foods into people's lives by having kids of their own – especially ones with food sensitivities. “We decided to create an anytime treat that would be satisfying and indulgent for those with or without dietary restrictions and made with only clean, sustaining, and thoughtfully sourced ingredients,” they say.

Berger and Felton have three main tips for people looking to start, run and grow a business today. First, love your product. You need to be passionate! Second, build a great team. Surround yourself with people who work hard, are reliable and love to laugh. And third, know your own strengths and weaknesses so you can seek help where you need it.

“We also want to emphasize the importance of community,” they say. “We should all work to lift each other up. It is very fulfilling to give a helping hand when you can. At some point, we all need it. Pay it forward when life allows.”