

LA YOGA

Discovering Food Trends and Entrepreneurial Innovations at Foundermade

By Lorena Tapiero | January 15th, 2023 | Healthy Eating |



Exploring Food Trends and Meeting Entrepreneurial Innovators

Foundermade Discovery Show is a bi-annual summit held in Los Angeles and New York City featuring brands across the beauty, beverage, food, and wellness sectors. With brands launching products, services, and delicious foods and beverages, here are a few innovative trend-setters I recommend you discover yourself!

East Coast Spotlights

Who doesn't love a good founder story?

REAL Cookies Connecticut-based longtime friends, Marla Felton and Lauren Berger recently launched their better-for-you cookie brand- REAL Cookies. At first glance, I was attracted to those sweet Yoga Bears on the cookie pack. Lauren, a Yogi and Yoga instructor, explained the bears represent the possibility of balance—the healthy and the delicious—in our everyday lives. Cookies are made with only clean, real and thoughtfully sourced ingredients such as almond and coconut flour, pure maple syrup, vanilla, real fruit and dark chocolate.



They are gluten-free, grain-free, dairy-free, vegan, kosher, and paleo-friendly, and come in a variety of mouth-watering flavors, including: classic chocolate chip, peanut butter chocolate chip, and fresh lemon blueberry. I'm not the only one who thinks their cookies are something special – their Lemon Blueberry cookies recently won a Good Housekeeping Healthy Snack Award for “Best Grain Free Cookie.”