

COMMERCIAL BAKING

Real Cookies debuts BFY Cookie Poppers



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BY [Evan Bail](#)

GREENWICH, CT — Real Cookies, a gluten- and grain-free plant-based cookie brand, released Cookie Poppers, a bite-sized twist on the company's award-winning cookies.

The better-for-you cookies come in three flavors: chocolate chip, peanut butter chocolate chip and lemon blueberry. Each 4.5-oz. pouch gives consumers a new on-the-go healthy snacking opportunity.

“Our goal has always been to create the best healthy cookie on earth — a clean and wholesome snack that tastes great and makes us feel energetic and healthy,” said Lauren Berger, co-founder of Real Cookies. “With the introduction of our Cookie Poppers, we are excited to continue this mission by offering consumers a bite-size alternative to our tasty, plant-based cookies.”

Real Cookies was founded in 2021 by Berger and Marla Felton. The company exclusively uses clean ingredients such as almond and coconut flours, real fruit, chocolate chips and Vermont maple syrup. In addition to being gluten- and grain-free, the cookies don't contain soy, corn, dairy, eggs, artificial sweeteners or tapioca starch.

“We continue to see a lack of healthy options at the grocery store that actually taste good,” Felton said. “This left both of us wanting to create intentional products that would make everyone feel good while also tasting delicious. Convenience is key as well, which is why mini cookies just made so much sense for our customers.”

Cookie Poppers are available for purchase through the Real Cookies website for an SRP of \$7.99 and they will soon be available on Amazon.com and in retail stores.

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