

REAL Cookies Make a Real Impact on Students

By Greenwich Sentinel



Co-founders Lauren Berger (L) and Marla Felton (R) of Greenwich-based REAL Cookies introduced their innovative nutrition program, REAL Food is Fuel, to the eager students at The Julian Curtiss School.

By Emma W. Barhydt

On Wednesday, June 12th, The Julian Curtiss School welcomed a special visit from Lauren Berger and Marla Felton, the founders of the Greenwich-based gluten-free, plant-based cookie brand, REAL. Their visit aimed to present their innovative “REAL Food is Fuel” nutrition program, designed to educate elementary school students, grades 2-5, on the importance of reading food labels and making informed food choices.

The day began with an engaging 30-minute classroom session, where Berger and Felton shared their passion for healthy eating. During the session, students learned to “scan” their food using their senses. Berger and Felton introduced the concept of visually inspecting food, taking note of its colors, textures, and overall appearance. The discussion then shifted to differentiating between foods that energize the body and those that don’t, highlighting the benefits of fresh food over fast food.

Berger and Felton had planned a practical, hands-on experience to reinforce what the students had learned. Immediately following the classroom discussion, they led the students on a field trip to Whole Foods Market. This outing was an opportunity for the students to apply their new skills in a real-world setting.

At Whole Foods, the students were encouraged to explore the aisles and read the labels of various products. Berger and Felton guided them, pointing out key information on the labels and explaining what to look for in terms of nutritional content. The students discovered the importance of ingredients, serving sizes, and nutritional information like calories, sugars, and fats. This hands-on experience allowed the students to see firsthand how to make healthier choices when shopping for food.

To make the field trip even more enjoyable, Berger and Felton organized a tasting session. The students sampled a variety of nutritious foods, including some of the delicious cookies from REAL. This tasting experience demonstrated that healthy food can be both nutritious and delicious.

REAL, which stands for “Real Food, Real Ingredients, Real Taste,” was founded by Berger and Felton in August 2021. Both women have family members with food sensitivities, which inspired them to create a line of cookies that just about everyone could enjoy. REAL cookies are made with clean, Non-GMO ingredients such as almond and coconut flours, real fruit, chocolate chips, and pure Vermont maple syrup. These cookies are not only gluten and grain-free but also free of dairy, eggs, corn, soy, artificial sweeteners, and canola oil.

The brand’s commitment to quality and taste has not gone unnoticed. REAL cookies have received accolades from Good Housekeeping’s annual snack awards, winning “Best Mini Cookies” in 2023 and “Best Grain-Free Cookies” in 2022. Available in a variety of flavors, including classic chocolate chip, peanut butter chocolate chip, and fresh lemon blueberry, REAL cookies can be found at Sprouts, Kroger, and select CVS stores. They are also available for purchase online at REALCookiesCo.com.

The visit from Berger and Felton left a lasting impression on the students of The Julian Curtiss School. By the end of the day, the children not only had a better understanding of how to read food labels but also a newfound appreciation for making healthy food choices. The “REAL Food is Fuel” program is a testament to Berger and Felton’s dedication to promoting healthy eating habits and empowering young minds to make informed decisions about their nutrition.

For more information about REAL cookies and their mission to provide healthy, delicious treats for all, visit REALCookiesCo.com



Students ventured to Whole Foods, where they learned valuable lessons about selecting foods that provide essential nourishment for their bodies. Photo by Venera Alexandrova