

Enjoy Life Foods Serves Diverse Customer Base with Allergy-Friendly, Gluten-Free Products

BY LORRIE BAUMANN

Debra Bloom's Safe Snack Guide is an important resource that schools and parents around the country use to screen the snack foods brought into their classrooms and offered to their children. Specialty foods company Enjoy Life is one of the manufacturers with products on Bloom's list of safe snacks.

"One of the things we look for at Enjoy Life is how we can bring

the celebration back into everyone's life," says Joel Warady, Enjoy Life's Chief Sales and Marketing Officer. "The way we do that is that all our products, everything we produce, in addition to being gluten-free, is free of the top eight allergens: eggs, dairy, wheat, soy, peanuts, tree nuts, fish and shellfish. That covers about 90 percent of all food allergies in children today."

Enjoy Life was started 12 years

ago by Scott Mandrell, who is still its CEO today, as a manufacturer of gluten-free products. "He started thinking about how to make the gluten-free products even more unique, and that's when the idea of making allergy-friendly foods came about," Warady says.

Today, Enjoy Life has eight different product lines, all

Continued on **PAGE 8**

Enjoy Life Foods

Continued from **PAGE 1**

allergy-friendly. Warady can spin them out for you without a second thought: "Cookies (soft and crunchy), on-the-go bars (classic line and decadent line), cereals that are high in fiber and high in protein, which are adult-focused, Plentils, a salty snack line which is a crunchy lentil chip in four sa-

vory flavors. We have the only nut-free trail mix in the market, composed of just seeds and fruit."

Enjoy Life's products are not just free of gluten and the eight most common allergens, they are also tasty. Over the years, the company has improved the taste across the entire product line. They are a little more expensive than a mass-marketed product, but some of that extra cost goes into rigorous testing procedures and quality assur-

ance controls that ensure that the products are best in class.

"We built the company on three tenets: taste, trust and love," Warady says. "Number one, our consumers have to trust us. They have to trust that our brand won't hurt their children. We build that trust every single day with every cookie we produce."

"We talk about celebration. In reality, it's more than just classrooms. It's the

birthday parties and the family gatherings. For years, so many children with food allergies were prohibited from going to birthday parties because there was nothing there that was safe for them to eat," Warady adds. "Because there are these foods now, people can go to parties and enjoy themselves at whatever party they might want to attend."

For more information, visit www.enjoylifefoods.com. **GN**