

ON THE MENU

GET YOUR ROSÉ ON

PLUS

COLLAGEN

PIG HEAD

HAWAIIAN BREAD

COCONUT

CUCUMBER

MAY 2018

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SIX TRENDS THAT SHOULD
BE ON YOUR RADAR



INTERVIEW CHRISTIE LOMBARDO

FOUNDER | FRESHYFARE

New Jersey-based Freshyfare, established in 2014, offers a line of protein-packed Powerballz, Ballz, and a variety of other snacks that can be shipped anywhere in the U.S. All the Powerballz (made with whey protein in flavors like Cookie Dough or Chocolate Snowball) and Ballz (like Date Nut or PB N' Honey) are gluten-free and low in sugar and are said to be suitable for pre- or post-workout snacking or as meal replacements. There's also a range of punny or cheekily named snacks including Big Azz Barz with whey protein and peanut butter, Rice "Christie" Treats made with organic brown rice, and Whey Better Browniez. Freshyfare recently added a collagen product to its line as well and plans on incorporating the protein into most of its other products. Datassential spoke with founder Christie Lombardo about Freshyfare and the collagen trend:

DATASSENTIAL: Can you tell us a bit about Freshyfare and your vision for it? Has that evolved since you started it?

LOMBARDO: Freshyfare began when I decided that there had to be a better option than a dense, packaged protein bar with an unpleasant aftertaste and preservatives that allow it to sit on the shelf for a year. My vision was to make fresh, delicious, guiltless, and gluten-free snacks for people with limited time. Everything has evolved since this journey began. We've been moving along with and staying ahead of trends. We first started as a high-protein, low-sugar snack business that used only a whey blend. We now use many different types of protein sources including collagen and have added a couple of vegan-friendly products as well.

D: When did you debut the Collagen Kisses product, and what made you decide to create a collagen product?

L: I was inspired to create this recipe just in time to promote this past Valentine's Day. I've been in the beauty industry for almost 15 years, so it was natural for me to combine my two passions, health and fitness, with beauty. I love to help people find effective ways to feel good about themselves from the inside out! Collagen is great for skin, hair, nails, bones, and digestion. And, as it is also full of protein, I'm able to include it in my products and stay on-point with my mission.

D: What was the response to collagen and your Collagen Kisses?

L: Our customers LOVE – and I mean, absolutely LOVE – our Collagen Kisses. They love the taste, texture, and all of the benefits of eating them. Collagen Kisses satisfy the sweet tooth in everyone without sending anyone into a sugar coma. Plus, who wouldn't want to incorporate as many anti-aging effects as possible into their daily life?



Freshyfare's Collagen Kisses are available in plain, coconut, or almond, featuring grass-fed, pasture-raised bovine hide collagen peptides as the first ingredient.

Interview has been edited and condensed.