Burnaby Food. 2020.

The idea for this brand came in 2014 when I realized there was a massive disconnect in the food industry. My mom is a big-time foodie who was also suffering from diabetes and other illnesses. I knew that the foods she loved were slowly poisoning her. I discovered that with most foods, there was a completely different world inside the bottle than what was asserted on the label. Beverage products that claimed to be preservative-free did contain preservatives just under the regulated dosage. Other times, beverages would be stacked full of preservatives but the truth was hidden beneath the claim of "recipe protection". I felt like the only foods I could trust were the meals I made with my own hands. It was at this moment that this brand was born.

As a society, we're bogged down by information that seems to come at us from all angles, but coming from no apparent source. Often we're being manipulated by advertisements that have nothing to do with what is really inside our foods. Most of us don't have the time to dig as deep as we need to so that we know everything we're consuming. Something as simple as knowing what is inside everything you eat is a rebellion against lies and secrecy.

We add each ingredient with full transparency and care. We're sitting at your table with you. It is our responsibility as a company and as lovers of food to make sure we are wide open with our ingredients. We don't use tricky labels as a way to get your money; we use our labels as an honest conversation between our company and you as a consumer. Giving healthy food has been a point of love and community since the beginning of time.

We're proud to offer our products. Healthy ingredients are connected to everything, our bodies, our lives, our economy, and our environment. It has felt for so long big business has rendered us helpless when it comes to finding genuinely good food. Now the choice is crystal clear. We are giving you the power of excellent ingredients, an honest conversation, and a better, healthier future.