

# Global Gazette

*The latest news, updates, and announcements*

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### *Good deed of the day:*

Put good karma into the world and you will get good karma back. Small acts of kindness could make the world of a difference in a stranger's life.



## **March: National Nutrition Month**

This month we are focused on understanding what a nutritious diet looks like and how it can affect our overall health. Our workshop on nutrition highlighted the deficiencies and overindulgence that the average American's diet has in each food group. Malnutrition can be in the form of undernourishment as well as obesity. According to the CDC, obesity affects 32.4% of adults in Illinois and 42.4% of adults in the U.S. (2018). Having a diet that meets our nutritional and caloric needs helps to reduce our risk of disease as well as improve sleep, energy levels, and brain functions. This workshop gave employees tips on ways to make small but meaningful improvements to our diets. Our employees voted this month to make a donation to an organization providing relief in Ukraine. This month we are supporting World Central Kitchen and their Chefs for Ukraine Fund. WCK is now serving 250,000 hot, nourishing meals every day in 6 countries, with more than 3.5 million meals served so far. They are active in 21 main cities across Ukraine. In addition to freshly prepared meals, WCK has distributed over 2,000 tons of food to cities across Ukraine. We believe everyone deserves a hot and nutritious meal and are proud to support WCK in its mission to provide comforting and nutritious meals in Ukraine.

# Lively Harvest Wins the Golden Ticket



KeHe Distributors has released the Golden Ticket winners from their TrendFinder event which took place on March 9th at Natural Products Expo West. Almost 60 brands pitched their products with only 21 selected to win a Golden Ticket. Each brand is rated on its ingredients, innovation, taste, scalability, packaging, purpose, and passion. That list of winners included one of Global's newer vendors, Lively Harvest. The Lively Harvest brand includes a line of Oat Pancake & Waffle Mixes made with high-quality ingredients and flavors. This product is in the booming market of oats which has consumers everywhere looking for more ways to fit whole grains into their diet. The winners of this Golden Ticket gain exposure to over 30,000 retail locations in KeHE's distribution network and take part in promotional programs at no charge. This opportunity is the all-access pass to KeHE distribution and we are so proud of Lively Harvest for this accomplishment. Lively Harvest's products are a great addition to our portfolio with a lot of potential for growth in this trending category. We look forward to continuing our partnership and helping Lively Harvest spread the delicious taste of tradition.



## Support Northern Illinois Food Bank through Global's Fundraiser



Please join us in our fight against hunger! The Northern Illinois Food Bank serves 13 counties in Northern Illinois, providing the equivalent of nearly 220,000 meals each day. Every \$1 donated helps provide \$8 worth of groceries for neighbors in need.

Global is participating in the Annual Fight Hunger 5k/10k Run/Walk. If you would also like to show support to NIF please visit our fundraising page [here](#).

# Vendor Spotlight: SkinnyMe Chocolate

This month we want to spotlight the confectionery wizards over at SkinnyMe Chocolate, a fast-growing brand of zero-sugar chocolates. Since its inception, the nutritionists and chocolatiers at this socially conscious company have worked diligently to craft great-tasting premium chocolates without the harmful effects of sugar or chemical sweeteners.

SkinnyMe launched as an online retailer in 2015 with its initial offering of dark chocolate squares. True to its core mission of creating healthy alternatives to traditional chocolates, these dark chocolate squares contain no sugars or artificial sweeteners of any kind. Instead, SkinnyMe's artisans took advantage of the amazing attributes of stevia; a plant-based, all-natural sweetener.

Given the enthusiasm generated by their zero sugar dark chocolate squares, SkinnyMe immediately set out to expand their flavors and styles, making sure that each of their products was gluten-free, keto-friendly, crafted with stevia, and containing no artificial sweeteners at all. From a line of milk chocolate bars, in unique flavors such as Birthday Cake, Candy Apple, Banana Split, and Powdered Donut, to peanut butter cups available in both dark and milk chocolate, SkinnyMe's zero sugar premium chocolate confections have enjoyed great success as consumers everywhere demand a healthier alternative to sugary treats.

Armed with a diverse variety of exciting flavors and product options, SkinnyMe's next step was logical and obvious: traditional retail. In mid-2019, SkinnyMe Chocolate expanded its online business to brick-and-mortar stores nationwide.



Even as the pandemic hit in 2020, SkinnyMe sought to ensure that healthy options remained available to consumers. SkinnyMe has expanded into more than 3000+ US retail locations and broadened its horizons into 6 additional countries and over 200+ military bases around the world.

Zero and low sugar products are gaining category share across the aisles and contributing to the growth we see today and what is projected for the future. With a 75% retention rate for repeat customers online, SkinnyMe Chocolate has quickly become a disruptor in the confection category. They have helped expand that category's reach as sugar-free snacks and sweets are a 'must-have' in today's household while promoting a healthier society.

The world is changing, and the proof is in the numbers. Over the next 5 years, the sugar-free confectionery market is expected to grow to a staggering \$2.8 billion, and more than 72% of consumers in 2021 were reducing or eliminating sugar in their diets. SkinnyMe has a bright future ahead of them with their solution to society's call for better options for a healthier life. We look forward to seeing the exciting new path that this company has to offer and the new flavors, products, and continued favorites over the coming years.

**Zero Sugar. Great Taste.**

STEVIA SWEETENED | KETO FRIENDLY | NO ARTIFICIAL SWEETENERS



**No Matter How You Snack, We Got You Covered!**

