

### New Items May 2025



Northeast Region - CT / NJ / NY
North Atlantic Region - MA / ME/ NH / RI
Mid-Atlantic Region - DC / DE / MD / KY / OH / PA / VA / WV





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We believe that healthy, delicious food is its own reward. Whether with your family, gathered around the breakfast table. In the car with your kids and their friends. Whatever the occasion, you want to focus on the moment. That means providing wholesome, nutritious, healthy food you can feel good about not spending your time worrying about the quality of what you're serving. Our products might not entirely un-wire the world. But they will help you to slow down and de-clutter your day and eat better along the way.





#### Original & Maple Pecan Oatmeal

Organic quick oat flakes, Organic rolled oats, organic date sugar, organic chia seeds, organic vanilla powder, sea salt.

No artificial anything.

730 days from production

#### Produced in CA





#### Contact:

Aaron Younessi
<a href="mailto:aaron@fr-actionsales.com">aaron@fr-actionsales.com</a>
Erik Bergstrom
<a href="mailto:erik@besimplefood.com">erik@besimplefood.com</a>
www.BeSimpleFood.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
122600	8-60011-37434-3	Be Simple Food - Original Oatmeal	6 / 18 oz	Dry	\$ 8.39
122601	8-60011-37435-0	Be Simple Food - Maple Pecan Oatmeal	6 / 18 oz	Dry	\$ 8.39

WE SPLOCAL



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### **Buttermilk & Blueberry Pancake Mixes**

Organic wheat flour, organic buttermilk blend powder (organic milk powder, organic buttermilk powder), organic coconut sugar, cream of tartar, sea salt, baking powder. (Blueberries in the Blueberry Pancake Mix)

No artificial anything

730 day from production





#### **Contact:**

Aaron Younessi
<a href="mailto:aaron@fr-actionsales.com">aaron@fr-actionsales.com</a>
Erik Bergstrom
<a href="mailto:erik@besimplefood.com">erik@besimplefood.com</a>
www.BeSimpleFood.com

#### Produced in CA

Item No.	UPC	Item Description	PK / SZ	Storage	S	RP
122602	8-60011-37436-7	Be Simple Food - be simple buttermilk pancake mix	6 / 11 oz	Dry	\$	8.09
122603	8-60011-37437-4	Be Simple Food - be simple blueberry pancake mix	6 / 11 oz	Dry	\$	8.09



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#### Original & Oaxacan Granola

Organic rolled oats, organic coconut syrup, organic coconut oil, organic pumpkin kernels, organic sliced almonds, pink Himalayan salt. (chocolate wafers) in the Oaxacan Chocolate Granola.

No artificial anything.

356 days from production

#### Produced in CA





#### **Contact:**

Aaron Younessi
<a href="mailto:aaron@fr-actionsales.com">aaron@fr-actionsales.com</a>
Erik Bergstrom
<a href="mailto:erik@besimplefood.com">erik@besimplefood.com</a>
www.BeSimpleFood.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	_
122604	8-60011-37432-9	Be Simple Food - Granola Original	6 / 12 oz	Dry	\$ 9.29	,
122605	8-60011-37433-6	Be Simple Food - Granola Oaxacan Chocolate	6 / 12 oz	Dry	\$ 9.29	,

WE SPLOCAL



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#### Original & Sriracha Kale Chips

We use Extra Virgen Olive Oil, NO SEED OILS!

Slightly sweetened with Dates

Be Simple never uses preservatives or additives. Our Kale Chips are free of artificial flavors and are gluten free and vegan!

365 days from production





#### **Contact:**

Aaron Younessi
<a href="mailto:aaron@fr-actionsales.com">aaron@fr-actionsales.com</a>
Erik Bergstrom
<a href="mailto:erik@besimplefood.com">erik@besimplefood.com</a>
www.BeSimpleFood.com

#### Produced in CA

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
122606	8-60011-37430-5	Be Simple Food - be simple kale chips original	6 / 2 oz	Dry	\$ 6.99
122607	8-60011-37431-2	Be Simple Food - be simple kale chips sriracha	6 / 2 oz	Dry	\$ 6.99



## **Candid**<sup>™</sup>

We source high-quality cacao and make chocolate snacks with no junk ingredients. What you put in your body helps creates the energy you put out in the world. Cacao can be a great crop to help protect rainforests and reforest degraded areas. We work with supply partners that employ regenerative agroforestry practices. These systems are better for wildlife, plant diversity, and can help farmers move away from the risks of mono-cropping.







Simple, clean ingredients for a better chocolate snack

Ethically and sustainably sourced cacao

Manufactured in Rochester, New York

#### **Contact:**

Chris Kajander <a href="mailto:chris@eatcandid.com">chris@eatcandid.com</a> www.eatcandid.com

Item No.	UPC	Item Description	PK / SZ	Storage	5	SRP
329000	8-50011-58324-1	Candid - GOLDIES - Chocolate covered golden berries	10 / 3.52 oz	Cold	\$	5.99
329001	8-50011-58320-3	Candid - CASHIES - Chocolate covered cashews with banana flakes	10 / 3.52 oz	Cold	\$	5.99
200000	9-50011-59999-7	Candid - NOONS - Dark chocolate crunch bites	10 / 9 59 07	Cold	•	5.00



## **Candid**<sup>™</sup>

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Simple, clean ingredients for a better chocolate snack

Ethically and sustainably sourced cacao

Manufactured in Rochester, New York

#### **Contact:**

Chris Kajander <a href="mailto:chris@eatcandid.com">chris@eatcandid.com</a> www.eatcandid.com

Item No.	UPC	Item Description	PK / SZ	Storage	\$ SRP
329003	8-50011-58331-9	Candid - Cookies N Cream Bar	8 / 6.35 oz	Cold	\$ 7.39



<u>Candy</u> <u>MA region</u>



We strive to manufacture the highest quality caramel products. Integrity, ingenuity, excellence, perseverance, and optimism are our guiding principles. This womenowned, family business is comprised of hardworking, dedicated individuals committed to manufacturing a consistently superior product. We may not have invented caramel, BUT we sure have perfected it!



Made using a 4-generation old family recipe

Made in small batches by hand

Made in a nut free facility

Our products are free from gluten, soy, high fructose, and trans fat.

We use high quality ingredients with no added preservatives

Gift bags are made of recyclable material.

121 days at Production

#### **Contact:**

BG Purcell

bgpurcell@mouthpartycaramel.com www.mouthpartycaramel.com

### Manufactured in Maryland

Item No.	UPC	Item Description	PK / SZ	Storage	S	SRP
126004	8-04879-12065-0	Mouth Party - Assorted Caramel Gift Bag	12 / 6 oz	Dry	\$	9.99
126005	8-04879-12063-6	Mouth Party - Original Caramel Gift Bag	12 / 6 oz	Dry	\$	9.99
126006	8-04879-16096-0	Mouth Party - Sea Salt Caramel Gift Bag	12 / 6 oz	Dry	\$	9.99
126007	8-04879-16098-4	Mouth Party - Chocolate Sea Salt Caramel Gift Bag	12 / 6 oz	Dry	\$	9.99
126008	8-04879-31975-7	Mouth Party - Omg! Caramel Gift Bag	12 / 6 oz	Dry	\$	10.99
120008	8-04879-31973-7	Mouth Party - Omg! Caramel Gift bag	12 / 6 OZ	Dry	Ф	10.98

<u>Candy</u> <u>MA region</u>



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Made using a 4-generation old family recipe

Made in small batches by hand

Made in a nut free facility

Our products are free from gluten, soy, high fructose, and trans fat.

We use high quality ingredients with no added preservatives

Pouches are resealable and made of recyclable material

151 days at Production

#### 131 days at 1 foduction

#### Manufactured in Maryland

Item No.	UPC	Item Description	PK / SZ	Storage	,	SRP
126001	7-10859-35018-7	Mouth Party - Chocolate Sea Salt Caramel Gift Pouch	12 / 6 oz	Dry	\$	9.99
126002	7-10859-35016-3	Mouth Party - Original Caramel Gift Pouch	12 / 6 oz	Dry	\$	9.99
126003	7-10859-35017-0	Mouth Party - Sea Salt Caramel Gift Pouch	12 / 6 oz	Dry	\$	9.99
126009	7-10859-35014-9	Mouth Party - Omg! Caramel Gift Pouch	12 / 6 oz	Dry	\$	10.99
126010	7-10859-35012-5	Mouth Party - Assorted Caramel Gift Pouch	12 / 12 oz	Dry	\$	19.99
				Stock	2 323	

#### **Contact:**

**BG** Purcell

 $\frac{bgpurcell@mouthpartycaramel.com}{www.mouthpartycaramel.com}$ 





At Root Foods, we're 100% about vegetables- their amazing flavors, beautiful colors, and, of course, their exceptional nutritional benefits. Our chips are a celebration of all of the above: farm-fresh vegetables simply hand-sliced, flash crisped, and presented to you in all their natural gorgeousness. Every chip bursts with flavors so bright and delicious, you'll forget you're eating vegetables.





Whole Vegetable Salted Chip

100% Vegetable, the vegetable is the chip

Made with Avocado Oil

No pesticides, No fillers, No preservatives, No added sugar

Kosher, Halal, Vegan, Gluten-Free

Low sodium, high fiber, allergen free production

6 months shelf life



#### **Contact:**

Sales

sales@rootfoodsco.com

www.rootfoodsco.com

#### Manufactured in Vietnam

Item No.	UPC	Item Description	PK / SZ	Storage	SI	RP
116304	8-50019-79175-4	Root Foods - Beet Chips - Sea Salt	6 / 2.5 oz	Dry	\$	6.99
116305	8-50019-79174-7	Root Foods - Cauliflower Chips - Sea Salt	6 / 2.5  oz	Drv	\$	6.99



## SPRING & MULBERRY

Our date-sweetened dark chocolate bars transcend the definition of indulgence, inviting an exploration of sweet beyond sugar. Our chocolate is made with just two ingredients – dates and cacao – and not a pinch of refined or artificial sugar. Instead, we explore the spectrum of sweetness and depth of flavor found through fruits, florals, nuts, spices, and pure, essential oils. Female founded in Raleigh, NC.





Date-sweetened, no added sugar

Made with simple ingredients you can find in the produce aisle

72% dark chocolate

Direct-trade, single origin, regenerative and fair-trade cacao

Tested safe from heavy metals

12-16 months from production

#### Manufactured in OH

#### **Contact:**

Kathryn Shah kathryn@springandmulberry.com www.springandmulberry.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	
135009	8-50055-47021-7	Spring & Mulberry - Mint Leaf	12 / 2.10 oz	Dry	\$ 7.99	

WE SPLOCAL





Introducing Once Upon a Farm – Organic Refrigerated Oat Bar, an organic, deliciously tasting oat bar, fresh from the fridge. A snackable take on a spoonable classic: made with real fruit and veggie and fueled with 100% whole grain oats and no added sugar make these chilled-out bars the coolest thing to hit oats since refrigeration. ‡Not a low calorie food.





No Added Sugar

Excellent Source of Fiber

Made with Real Fruits & Veggies

Fueled by 100% Whole Grain Oats

75 days at Production

Manufactured in California











#### **Contact:**

Karen Dow <u>karen@uponafarm.com</u> www.onceuponafarmorganics.com

Item No.	UPC	Item Description	PK / SZ	Storage	í	SRP
328006	8-10003-51223-9	Once Upon a Farm - Blueberry Refrigerated Oat Bar	16 / 1.60 oz	Cold	\$	3.69
328010	8-10003-51233-8	Once Upon a Farm - Blueberry Refrigerated Oat Bar 4pk	6 / 6.40 oz	Cold	\$	12.99





Headspace Coffee is a mushroom Coffee with cognitive enhancing ingredients focused on stress management, brain health along with cognitive and mood support. We focus on providing our customers with clean and organic ingredients.





Mushrooms and adaptogens proven to help support overall mood and cognition

No artificial sweeteners or preservatives

Grass fed collagen

Made with Organic ingredients

Shelf stable for 12 months

#### Manufactured in Florida

#### **Contact:**

Taric Coles <a href="mailto:tariq@equobev.com">tariq@equobev.com</a> www.drinkheadsapce.com

Item No.	UPC	Item Description	PK / SZ	Storage	S	RP
201204	8-50056-03926-0	Headspace Coffee - Matcha	12 / 8 fl oz	Dry	\$	3.99
201205	8-50056-03925-3	Headspace Coffee - Straight Black	12 / 8 fl oz	Dry	\$	3.99





Homestead Creamery is a locally-owned dairy processing plant nestled among the beautiful Blue Ridge Mountains in Burnt Chimney, Virginia. Founded by two dairy farmers in 2001, Homestead Creamery has grown to support six local family farms producing A2A2 milk, All-Natural Lemonade, and Super Premium Ice Cream for 25 years. We are excited to share with you "The Way Milk, Lemonade & Ice Cream Should Taste."



Lemonade, Raspberry Lemonade, Limeade

All-Natural Ingredients, 64 oz Returnable Glass Bottle or 16 oz PET Single Use Plastic

Lemonade & Raspberry Lemonade: 90 days

Limeade: 60 days



#### **Contact:**

Erin Saacke or Wes Zorn <a href="mailto:erin.saacke@homesteadcreameryinc.com">erin.saacke@homesteadcreameryinc.com</a> www.homesteadcreameryinc.com

#### Manufactured in Virginia

Item No.	UPC	Item Description	PK / SZ	Storage	S	SRP
373109	8-75252-00625-0	Homestead Creamery - Limeade (HG)	3 / HG	Cold	\$	4.99
373310	8-75252-00985-5	Homestead Creamery - Limeade	12 / 16 fl oz	Cold	\$	3.49
373311	8-75252-00984-8	Homestead Creamery - Raspberry Lemonade	12 / 16 fl oz	Cold	\$	3.49
373312	8-75252-00983-1	Homestead Creamery - Lemonade	12 / 16 fl oz	Cold	\$	3.49

## **JUNESHINE**

Over the years, we've made a lot of friends. Many of whom have come to us, excited about our top-ranking hard kombucha, asking if we could make a traditional non-alcoholic version that they could also enjoy. Our new JuneShine Kombucha is delicious and refreshing — a non-alcoholic, functional, unpasteurized, fermented beverage designed to help you Live Brighter. Whether you're a die-hard kombucha drinker or brand new to the party, welcome. We couldn't be more excited to enter into this new JuneShine era with you all. Time to shine. Time to live brighter!



Made with 100% organic black tea and real fruit juice

Packed with live Probiotics AND Prebiotics, plus natural healthy antioxidants

Refrigeration Required

180 days at Production

Founded 2018 in San Diego, CA















#### **Contact:**

Forbes Fisher

<u>rfd@silverlakebrands.com</u>

www.chasorganics.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	
401212	8-50062-15634-0	JuneShine - Daylight Painkiller	12 / 16 fl oz	Cold	\$ 3.9	9



SODA + TONIC

#### **NAVY HILL**

ELECTROLYTES

With top shelf, healthier mixers, Navy Hill is raising the bar on low calorie cocktails. As female founders who are busy entrepreneurs and moms, we bring a different lens to the mixer space! We understand what better-for-you drinking really means and develop all of our products with this commitment in mind. Not sacrificing flavor or quality, we stand by our core commitment to allow you to drink healthier. The small batch mixers and made and bottled in the US, hand packed with care.



Better-for-You: By combining club soda plus tonic we created a better for you alternative to full tonic with half the calories and sugar!

Functional Benefit: The only mixer on the market offering electrolytes which keep you hydrated while enjoying your favorite cocktail!

All natural ingredients, highly carbonated and stylish, gender-neutral packaging is perfect for health-conscious consumers!

720 days shelf life from production







#### **Contact:**

Katie Williams katie@drinknavyhill.com www.navyhill.com

#### Manufactured in Hillside, NJ

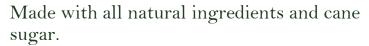
Item No.	UPC	Item Description	PK / SZ	Storage		SRP
722512	8-60008-65643-8	Navy Hill - Original Soda + Tonic Cocktail Mixer 4pk	6 / 27 fl oz	Dry	\$	7.99
722513	8-60008-65645-2	Navy Hill - Juniper Soda + Tonic Cocktail Mixer 4pk	6 / 27 fl oz	Dry	\$	7.99
722514	8-50055-40801-2	Navy Hill - Grapefruit Club Soda Cocktail Mixer 4pk	6 / 27 fl oz	Dry	\$	7.99
722515	8-60008-65647-6	Navy Hill - Classic Club Soda 4pk	6 / 27 fl oz	Dry	\$	7.99
722516	8-50055-40803-6	Navy Hill - Sparkling Blood Orange Cocktail Mixer 4pk	6 / 27 fl oz	Dry	\$	7.99
722517	8-50055-40805-0	Navy Hill - Ginger Ale 4pk	6 / 27 fl oz	Dry	\$	7.99
722518	8-50055-40807-4	Navy Hill - Ginger Beer 4pk	6 / 27 fl oz	Dry	\$	7.99
722519	8-60008-65649-0	Navy Hill - Full Tonic Cocktail Mixer 4pk	6 / 27 fl o?	Dest	Ф	7.99
17	WE COLOCAL Rainforest					



South Mountain Creamery is a farm, creamery, home delivery service, and wholesaler that is proudly farmer-operated and family-owned. For more than 20 years, we've been bringing high-quality products to our friends and neighbors throughout the region, so they can feel good about the food they eat. When you know your farmer, you know your food.



All lemonades and fruity punch that are available in a reusable glass bottle or a 12 oz convenience package.



60 days at Production

Manufactured in Pennsylvania



#### **Contact:**

Chris Horn
Chris.Horn@smcdairy.com
southmountaincreamery.com



Item No.	UPC	Item Description	PK / SZ	Storage	5	SRP
372100	8-12813-02551-0	South Mountain Creamery - All-Natural Fruity Punch, Glass Bottle	3 / 64 oz	Cold	\$	4.39
372316	8-12813-02552-7	South Mountain Creamery - All-Natural Fruity Punch	6 / 12 oz	Cold	\$	1.59





## POP & BOTTLE

Founded from a genuine desire to create what best friends Jash & Blair wanted, but couldn't find: organic, wholesome, plant-based lattes they could quickly craft at home or grab on-the-go. We advocate for a future that is dairy-free + plant forward, and support sustainable, organic farms. Superior ingredients: house made almond and oat milk, sweetened with dates, no fillers, and only pure ingredients. Women-founded and women-led. We support women-owned businesses throughout our supply chain. Food should be just as fun as it is functional, and make you feel as good as it tastes!



NO Dairy, refined sugar, or emulsifiers.

House made organic oat milk

Premium specialty grade low acid cold brew coffee

Gently sweetened by coconut nectar 60-90 days at Production

Manufactured in CA & MN



#### **Contact:**

Erin Sine
<a href="mailto:erinsine@popandbottle.com">erinsine@popandbottle.com</a>
www.popandbottle.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRI	P
451306	8-50061-07510-9	Pop and Bottle - Double Cold Brew Oat Milk Latte	12 / 8 oz	Dry	\$	3.79





Why Pizza? Because it's awesome and fun to make! It's also simple and we like simple food. Minimally processed and made with ingredients that are top of the shop. From Italian tomatoes, extra virgin olive oil, fresh basil and garlic to pizza dough made with water from New York. We strive to make simple, delicious food that you can enjoy easily and quickly at home.









Made by hand our pizzas are baked for 90 seconds in an 800\* oven before they are frozen, packaged up and shipped to your favorite market. Ready in minutes, Billy Pie is a snack, or meal, that won't weigh you down and will have you looking forward to the next time you have a craving for a light & crispy pie.

Chef driven, all-natural simple food!

All Natural • Handmade •

No Added Sugar • No Added Preservatives

# Contact: Billy Fallen billybread@gmail.com www.billypie.com

#### Manufactured in VA

Item No.	UPC	Item Description	PK / SZ	Storage	5	SRP
587000	8-55954-00726-7	Billy Pie - Cheese Pizza	12 / 11.84 oz	Freezer	\$	12.99
587001	8-55954-00727-4	Billy Pie - Margherita Pizza	12 / 11.84 oz	Freezer	\$	12.99
587002	8-55954-00728-1	Billy Pie - White Pizza	12 / 11.84 oz	Freezer	\$	12.99
587003	8-55954-00729-8	Billy Pie - Mushroom Ricotta Pizza	12 / 19.50 oz	Freezer	\$	12.99





Lolly's Frozen Grapes® are red seedless grapes, flash frozen and dipped in premium dark chocolate. Sprinkled with toppings like almond or coconut, they are the perfect bite-sized treat that is sharable and nutritious. Loaded with antioxidants in both the chocolate and the grape skins, they are the perfect treat that is good for the body. Like a little frozen bon bon, they pair perfectly with a glass of wine on a hot summer day. Eat just one after a meal or the whole pint like most teenagers do! POP SHARE LOVE







Made with non-dairy dark chocolate

Loaded with antioxidants in both the grape skins and the dark chocolate.

Supports brain health, heart health and glowing skin.

Easy dessert or snack for both kids and adults.

400 days shelf life at production

Manufactured in Chicago IL





#### **Contact:**

Lolly Parker <a href="mailto:lolly@lollysfrozengrapes.com">lolly@lollysfrozengrapes.com</a> www.lollysfrozengrapes.com



Item No.	UPC	Item Description	PK / SZ	Storage	S	SRP
524001	8-60030-00250-0	Lolly's Frozen Grapes - Frozen Red Grapes Dark Chocolate PT	6 / 6 oz	Freezer	\$	8.99
524002	8-60030-00252-4	Lolly's Frozen Grapes - Frozen Red Grapes Dark Chocolate + Almond PT	6 / 6 oz	Freezer	\$	8.99
524003	8-60030-00253-1	Lolly's Frozen Grapes -Frozen Red Grapes Dark Chocolate + Coconut PT	6 / 6 oz	Freezer	\$	8.99



Entrees MA region



Our chef-crafted recipes are inspired by global flavors and made with freshly ground spices for mouthwatering flavor, and our products are high in protein, with less sugar and less fat than other brands.

Our premium meats are sourced through longstanding partnerships with highly respected, family-owned farms around the world using regenerative, sustainable practices for the best flavor, ethics, and stewardship.





Fresh sausages made with all natural humanely raised Black Angus beef & Halal certified New Zealand lamb

Fresh sausages made with all-natural Duroc pork raised with no antibiotics or hormones added

Fresh herbs and spices ground fresh before each batch

1 Year at Production

#### Manufactured in Landover, Maryland

#### **Contact:**

David Kramer

<u>David@meatcrafters.com</u>

www.meatcrafters.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
300217	8-18936-01055-6	MeatCrafters - Rosemary Lamb Sausage	14 / 12 oz	Freezer	\$ 11.99
300216	8-18936-01047-1	MeatCrafters - Raging Brat	12 / 14 oz	Freezer	\$ 11.99





Our story started out like any other. We found ourselves driving back from West Virginia towing a dream and a 1961 Kenskill camper that needed a lot of TLC before it would ever become what would be our first "Rookie's". We had no idea what we were doing, but that's just the thing: everyone starts out a rookie. Since then, we've embraced our namesake, always challenging ourselves to start, learn, and do. Our heart is to bring people together over something as simple and delicious as handcrafted cookies and ice cream.



Made with real ingredients and integrity

No added hormones or preservatives

Cookies and ice cream made from scratch

9 months shelf life

Manufactured in Central Virginia

#### **Contact:**

Jon Ireland jon.eatatrookies@gmail.com www.eatatrookies.co

Item No.	UPC	Item Description	PK / SZ	Storage	S	RP
579006	8-50051-44994-8	Rookie's - Chocomint: Chocolate Cookies + Mint Chin Ice Cream	6 / 5 90 07	Freezer	Ф	6.99



