



Food Huggers Celebrates 10 Years of Saving Food and Plastic Waste From Landfills

Sustainability innovators Food Huggers reached a 10-year milestone in their mission to empower consumers to reduce food waste, save money, and care for the environment.

Austin, Texas - After a decade in business, the Food Huggers team is celebrating their journey from their 2013 Kickstarter launch when 5,000 avid supporters raised over \$184,000 to bring the original Food Huggers to life. Since then, the brand has kept XX pieces of food and plastic out of the trash, become a Certified B Corp, and helped people around the world rethink the way they store food.

Each product in the Food Huggers collection is designed to help people reduce waste while also bringing a joyful simplicity to the kitchen. Since Food Huggers are crafted with infinitely reusable materials and come with a lifetime guarantee, customers can ditch the cost and clutter of single-use plastic storage. Food Huggers also use nature-inspired seals to give food a longer life. This unique blend of function and fun has Food Huggers fans coming back for more.

“Our customers love opening the fridge to find their fruits and veggies are still crisp and fresh,” says co-founder and co-inventor Adrienne McNicholas. “One of the most rewarding moments is when people tell me they’re enjoying our products so much that they’ve ordered more to share with their family and friends.”

Globally, less than two percent of Women-Owned Businesses ever surpass \$1 million in revenue. McNicholas believes the brand’s focus on impact and innovation has helped them grow past this ceiling. And the research is with her. Studies show that businesses founded by inventors are more likely to survive than those founded by non-inventors as well as continue producing innovative products and ideas.

Food Huggers is doing just that — in 2019, they invented first-of-their-kind stackable Bowl Lids that have become a favorite of team members and customers alike. Just this year, the brand released new Sprout Huggers that make sprouting simple and mess-free. And with 10 years under their belt, the Food Huggers team looks forward to creating more products that give people an exciting, approachable way to create a healthier planet and home.

To request samples, please email Loni Slatkin at loni@foodhuggers.com.



About Food Huggers

Founded in 2013 by entrepreneurial women, Food Huggers makes forming sustainable habits convenient and fun. The brand launched on Kickstarter, raising over \$184,000 with the help of 5,000 individual supporters. Now, Food Huggers gives customers the best possible toolkit to reduce food waste, save money and time, and keep food out of the landfill. Their expanding product line takes inspiration from nature's seals and peels to keep produce and leftovers fresh. Food Huggers are infinitely reusable and come with a lifetime guarantee, eliminating the need for expensive single-use plastic. For more information, visit <https://foodhuggers.com>.

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