

# Leaders in Healthy Snacking

**Wise Bites** has been at the forefront of the plant-based trend since before it was a trend

**W**hen Cathline James and her team launched Wise Bites eight years ago, their idea was ahead of what has become a massive trend.

"When we started Wise Bites, people were talking about gluten-free products; however, hardly anyone had vegan products on their radar," says James, who is CEO and founder of Wise Bites. "We laugh sometimes when we think about the fact that we were vegan before it became popular to be vegan."

Wise Bites made their plant-based product line of healthy baked goods – smart snacks, cookies, cookie bars, and muffins – because they believe it is the future. Wise Bites products are certified vegan, gluten-free, nut-free, non-GMO, and kosher. And every product is made with increased protein, fibre, and minerals, free from the top 11 allergens, and made in a dedicated allergen-free facility.

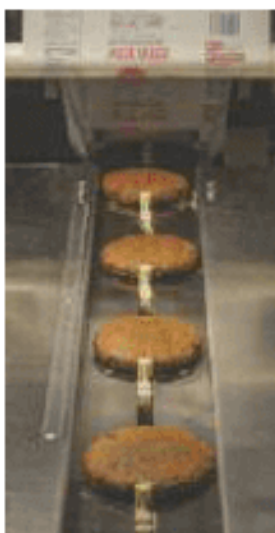
"While our products are safe for those with the 11 most common allergies and sensitivities, our made-over versions of classics, like the chocolate-chip cookie, are designed to help everyone satisfy their cravings for a snack without negatively impacting their health," says James.

Giving everyone healthy snack choices has been the goal from the beginning.

"In some small way, we hope we can inspire people to think about what they are eating, how it affects their health today and tomorrow and to understand the wisdom of eating wisely, one Wise Bite at a time," she says.

In the years since Wise Bites launched, the plant-based trend has taken off and indications are that it has marked a change in eating habits. But being ahead of trends and peeking into the future is what James does. An entrepreneur with exceptional experience in

a range of areas, including senior management, supply chain and inventory control, and creating innovation process to streamline internal operations, she has started five unique businesses and operated them successfully.



Cathline James, CEO and founder, Wise Bites

Since the pandemic started, Wise Bites has produced every day.

"In the beginning, the crew was small due to fear among staff members back in March; however, we have not missed a day of production," says James.

She encourages local retailers to promote the buying local movement – and, of course, to carry Wise Bites.

"As a local supplier, we are keen to support our local retailers, and we work hard to ensure our products are not just on their shelves, but in the grocery carts of their customers," she says.

"Grocers around the world learned one especially important universal lesson during COVID-19 – that they better figure out how to have food supply security in their own country," says James. "There will be more pandemics to come, and this one has taught us the importance of being able to work towards keeping our grocery shelves full by having local suppliers making products with local ingredients wherever possible."

Wise words, and because we aren't yet out of the woods with COVID-19, it's wisdom you can use right now. ●