

New Items January 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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Grocery

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El Nacho is the fearless tortilla chip that's perfect for anyone ready to unleash their inner luchador and snack with confidence. With daring, elevated flavors, high-quality ingredients like avocado oil and certified regeneratively grown corn, El Nacho appeals to both kids and adults, making it the ultimate family snack for modern households. Each chip packs a bold punch, creating moments of fun and connection without compromise



Firm chip great for dipping

Full Flavored Tortilla Chips made with Avocado Oil (no seed oil)

AGW certified regeneratively-grown white corn

Properly Nixtamalized In-House premium 100% white corn tortilla chips

Non-GMO Project certified,

Kosher (KVH)

Shelf Life: 180 days at Production







Contact:

Joseph Cassinelli Joe@elnachochip.com www.elnachochip.com

Manufactured in Waltham, MA

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
100860	8-50068-67111-3	El Nacho The "OG" Sea Salt	12/10 oz	Dry	\$6.69
100862	8-50068-67113-7	El Nacho MS Mango	12/10 oz	Dry	\$6.69
100861	8-50068-67114-4	El Nacho EL Diablo	12/10 oz	Dry	\$6.69
100863	8-50068-67115-1	El Nacho Pineapple BBQ	12/10 oz	Dry	\$6.69
100864	8-50068-67112-0	El Nacho Blue Corn - Sea Salt	12/10 oz	Dry	\$6.69
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Joseph Cassinelli

<u>Joe@elnachochip.com</u>

www.elnachochip.com

Manufactured in Waltham, MA

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
100880	8-50068-67106-9	El Nacho The "OG" Sea Salt	12/2.7 oz	Dry	\$3.49
100882	8-50068-67108-3	El Nacho MS Mango	12/2.7 oz	Dry	\$3.49
100881	8-50068-67107-6	El Nacho EL Diablo	12/2.7 oz	Dry	\$3.49
100883	8-50068-67109-0	El Nacho Pineapple BBQ	12/2.7 oz	Dry	\$3.49
100884	8-50068-67110-6	El Nacho Blue Corn - Sea Salt	12/2.7 oz	Dry	\$3.49
4		WE VLOCAL		Rai	\$3.49 nforest

Cereals Cold MA region

TRD HUDSON HENRY MRK

At Hudson Henry, we believe in the power of real food to fuel your day. Our small-batch granola is made with premium ingredients, free from preservatives or artificial additives. We focus on health, and inclusivity, offering certified Non-GMO, glutenfree, and vegan recipes to meet diverse dietary needs. Every bite of our granola reflects our commitment to quality, ensuring you can feel good about making a healthy and ethical choice.

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Made with pure olive oil or organic coconut oil.

Baked in small batches to ensure freshness, maintain optimal quality and maintain large clusters.

100% Vegan.

Six-time sofiTM Award winner, celebrated by the Specialty Food Association for excellence in specialty food.

10 months at Production





Contact:

Matthew Alongi

<u>Matthew.alongi@rainforestdistribution.com</u>

www.hudsonhenrybakingco.com

Manufactured in Appleton, WI

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
103105	8-50056-47919-6	Hudson Henry Baking -Walnut Cinna-Mundo	6 / 8 oz	Dry	\$9.29
103106	8-50056-47918-9	Hudson Henry Baking - Maple Pecan Pie	6 / 8 oz	Dry	\$9.29
103107	8-50056-47917-2	Hudson Henry Baking - Salted Pistachi'Yo	6 / 8 oz	Dry	\$9.29
103108	8-50056-47915-8	Hudson Henry Baking - Cashew Loco-Coconut	6 / 8 oz	Dry	\$9.29





MEZCLA

Mezcla is a plant-based snack brand disrupting CPG categories for today's generation of consumer. We started by disrupting the protein bar category with our signature Puff-Crispy - a snack that tastes like a crispy treat and functions like a protein bar.



Plant-Based Bars

Made from Pea Protein crisps

Made with globally sourced ingredients

547 days at Production

Manufactured in Oregon



Contact:

Griffin Spolansky griffin@eatmezcla.com www.eatmezcla.com



Item No.	UPC	Item Description	PK / SZ	Storage	SRP
118616	8-50046-58000-6	Mezela - Hazelnut Chocolate	19 / 14 07	Dry	\$0.70



When Gary Edell started making homemade potato chips in 2009, he never thought it would grow into a business. For years he would make his chips for friends, family, business associates, and whoever else wanted them. When his kids went off to college, he would send them packages filled with his delicious chips. Whenever his kids' friends would say, "these are AMAZING where did you get them?" the response was always "they're **My Dad's Chips**!" and the rest is history.



22% less salt than our main competitors

Made with Russet potatoes and cooked in a proprietary oil blend

Thin-sliced and kettle-cooked

Golden brown chip with robust real potato flavor

180 days at Production

Manufactured in Lewistown, PA

Contact:

Brian Edell
rfd@mydadschips.com
www.mydadschips.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
137306	-51497-46477-6	My Dad's Chips - Unsalted	10 / 7 oz	Dry	\$ 3.99



SIMPL

SIMPLi is a leading regenerative food brand on a mission to connect people around the world through the joy of food. Founded in 2020, SIMPLi co-founders Sarela Herrada and Matt Cohen sought to bring flavorful, nutrient-dense ingredients from around the world directly to you in a way that equally benefits people, producers, and the planet. Today, SIMPLi isn't just a company, it's a movement. SIMPLi partners directly with farmers to source elevated pantry staple ingredients from regenerative ecosystems and make them accessible to consumers nationwide in stores, restaurants, and online.





Regenerative Organic CertifiedTM – Level: Bronze

Kosher, USDA Organic, and Fair for Life Certified

Gluten free, high in protein, rich in plant-based omega-3 fatty acids, iron, calcium, and antioxidants; contains all nine essential amino acids

Sweet and nutty flavor, versatile texture

Vital to the regenerative organic ecosystem; rotated with sesame seeds and beans

Sourced directly from farms in the Andes mountains by Lake Titicaca in Puno, Peru









WOMEN MINORITY OWNED OWNED

Contact:

Bill Gwynn
bill@eatsimpli.com
www.eatsimpli.com



Item No.	UPC	Item Description	PK / SZ	Storage	SRP
125819	8-50033-78542-5	SIMPLi - Regenerative Organic Chia Seeds	8 / 12 oz	Drv	\$ 13.99

cocojune

What makes us really excited is creating something that brings happiness and well-being. To create something that people intuitively enjoy, that feels good and does good. We believe that food is an amazing medium for inspiring joy, connection and environmental change. We're idealistic about organic agriculture. To us, it is without a single scoop of doubt, the most responsible and earth-friendly way to grow our food. In short, organic agriculture is about working with nature instead of fighting it.







Dairy-Free Yogurt Dips

Real herbs and vegetables

Made from FSC-certified paper and bioplastic to be gentler on the earth

60 days at Production

Manufactured in Upstate New York







Contact:

Frederik Christensen rfd@cocojune.co
www.cocojune.co

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	
340465	8-50052-63002-7	cocojune Organic Dairy Free Yogurt Dip - Tzatziki	6/8 fl oz	Cold	\$6.19	
340466	8-50052-63011-9	cocojune Organic Dairy Free Yogurt Dip - Lemon Dill	6/8 fl oz	Cold	\$6.19	
340467	8-50052-63005-8	cocojuine Organic Dairy Free Yogurt Dip - Chipotle	6/8 fl oz	Cold	\$6.19	



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8g Plant Protein, 7g Sugar

No Natural Flavors, No Oils, No Allergens

Cultured with science-backed Probiotics

Made from FSC-certified paper and bioplastic to be gentler on the earth

60 days at Production

Manufactured in Upstate New York







Contact:

Frederik Christensen rfd@cocojune.co www.cocojune.co

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	
340470	8-50052630133	cocojune Yogurt Coconut Protein Vanilla Cinnamon Og	12/5 oz	Cold	\$3.29	
340471	8-50052630157	cocojune Yogurt Coconut Protein Raspberry Og	12/5 oz	Cold	\$3.29	
340472	8-50052630140	cocojune Yogurt Coconut Protein Blueberry Lemonade Og	12/5 oz	Cold	\$3.29	



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Dairy-Free Sour Cream

Simple, Organic Ingredients

Made from FSC-certified paper and bioplastic to be gentler on the earth

60 days at Production

Manufactured in Upstate New York







Contact:

Frederik Christensen rfd@cocojune.co www.cocojune.co

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	
340468	859614006998	cocojune Organic Sour Cream	6/8 fl oz	Cold	\$6.19	•







Planet Bake was founded to revolutionize snacking with healthy, nutritious, and indulgent treats. Our sugar-free, low-carb, plant-based, and gluten-free products prioritize taste, wellness, and sustainability. Using Allulose as a key ingredient to help regulate blood sugar, every treat is crafted with clean, preservative-free ingredients to support a balanced lifestyle. Committed to innovation and community, we strive to make healthy living enjoyable.









Made with zero sugar (no added sugars) instead we use a natural sweetener, allulose that has zero impact on the glycemic index.

Plant-Based,

Gluten-Free,

Soy-Free, Free

no artificial flavors or colorings, no sugar alcohols

Preservative free

240 days refrigerated from Production

Manufactured in New Jersey

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
300730	8-50035-94400-4	Planet Bake - Chocolate Frosted Chocolate Donut - Zero Sugar	8 / 2 oz	Cold	\$ 4.89
300731	8-50035-94401-1	Planet Bake - Chocolate Frosted Blueberry Donut - Zero Sugar	8 / 2 oz	Cold	\$ 4.89
300732	8-50035-94403-5	Planet Bake - Chocolate Frosted Vanilla Donut - Zero Sugar	8 / 2 oz	Cold	\$ 4.89
300733	8-50035-94404-3	Planet Bake - Chocolate Frosted Cinnamon Donut - Zero Sugar	8 / 2 oz	Cold	\$ 4.89

WE STLOCAL



Contact:

Kathrin Henon
RFD@planet-bake.com
www.planet-bake.co





At Corpse Reviver, we're passionate about crafting beverages that inspire connection and ease of enjoyment. As a woman-owned company, we're fiercely committed to clean ingredients and sourcing locally whenever possible to strengthen the communities we love. From the first ingredient to the final can, everything we do reflects our dedication to creating something that feels good, tastes great, and revives your corpse...whatever that means in the present moment.







Tea-based hydration

No added sugar

Made with real ingredients

Gluten Free, Vegan, Non GMO

730 days at Production

Manufactured in Colorado



Contact:

Anna Zesbaugh
rfd@drinkcorpsereviver.com
www.drinkcorpsereviver.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	
268110	86000-845266-5	Corpse Reviver Prickly Pear	12/16 fl oz	Dry	\$ 3.89	9
268111	86000-845264-1	Corpse Reviver Guava Rose	12/16 fl oz	Dry	\$ 3.89	9
268112	86000-845262-7	Corpse Reviver Botanial	12/16 fl oz	Dry	\$ 3.89	9



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:

Ryan Bray
rfd@juneshine.co
www.juneshinekombucha.com

Item No.	UPC	Item Description	PK / SZ	Storage	SKP	
401200	8-50062-15604-3	June Shine - Mango Kombucha	12 / 16 fl oz	Cold	\$ 3.99	_
401201	8-50062-15602-9	June Shine - POG (Passionfruit Orange Mango) Kombucha	12 / 16 fl oz	Cold	\$ 3.99	
401202	8-50062-15601-2	June Shine - Rasberry Ginger Lemon Kombucha	12 / 16 fl oz	Cold	\$ 3.99	
401203	8-50062-15600-5	June Shine - Ginger Lemon Kombucha	12 / 16 fl oz	Cold	\$ 3.99	
401204	8-50062-15603-6	June Shine - Honeycrisp Apple Kombucha	12 / 16 fl oz	Cold	\$ 3.99	





ROPKAWAY SODA

ROCKAWAY is our spin on soda – made with real fruit juice, a little bit of organic cane sugar (7g), and a kiss of sea salt. Awesome flavors, no alternative sweeteners, better for you, 30 calories. Born in Rockaway, Queens, NYC – that special spot in the city where the streets meet the beach – 1% of all sales help protect the ocean. Drink Cold. Stay Cool.









All Natural: Made with real fruit juice and organic cane sugar

Non-GMO

Vegan

No alternative sweeteners

Gluten Free

1% for the Planet Certified

360 days at Production





Contact:

Bridget Firtle <u>rfd@drinkrockaway.com</u> www.drinkrockaway.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP	
211201	8-60004-74736-9	Rockaway Pineapple-Ginger	12/12 fl oz	Dry	\$ 2.19	_
211202	8-60004-74734-5	Rockaway Berry-Hibiscus	12/12 fl oz	Dry	\$ 2.19	
211203	8-60004-74730-7	Rockaway Lemon-Lemongrass	12/12 fl oz	Dry	\$ 2.19	
211204	8-60004-74732-1	Rockaway Watermelon-Guava	12/12 fl oz	Dry	\$ 2.19	





Best in Glass® We each have an inner light. At Sol-ti, we encourage you to shine your brightest with Living Beverages®. These Living Beverages are UV Light Filtered - ensuring they are never heat pasteurized. Each beverage is an alchemy of fresh ingredients with very real benefits for your well-being, beaming in biophotons and Charged with Light® for your energy, positivity, and health.







Glass Bottle & Aluminum cap

Organic Pressed Lemon, Health Boosting SuperFoods and Pure Reverse Osmosis H2O

Comes in a variety of unique, refreshing, hydrating flavors

Made in the USA, with ingredients sourced farm direct from the highest quality suppliers on the planet

120 days at production





Contact:

Suzanne Nabavi <u>RFD@Solti.com</u> www.solti.com

Manufactured in San Diego, CA

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
479309	8-10131-35028-4	Sol-ti - Lemon Lime SuperAde	6 / 14.90 fl oz	Cold	\$ 4.99
479310	8-10131-35022-2	Sol-ti - Lavender Magnesium SuperAde	6 / 14.90 fl oz	Cold	\$ 4.99
479311	8-10131-35023-9	Sol-ti -Hibiscus Ashwagandha SuperAde	6 / 14.90 fl oz	Cold	\$ 4.99





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Glass Bottle, Aluminum Cap & Cardboard Perforated Case

Functional SuperFoods for Immunity Support and Vitality

Sol-ti® is proudly made in the USA, with ingredients sourced farm direct from the highest quality suppliers on the planet

120 days at production

Manufactured in San Diego, CA





Contact:

Suzanne Nabavi <u>RFD@Solti.com</u> www.solti.com

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
479205	8-10131-35016-1	Sol-ti - Tropical Ginger SuperShc	12 / 2.1 fl oz	Cold	\$3.59
479206	8-10131-35026-0	Sol-ti - Ginger Beet SuperShot	12 / 2.1 fl oz	Cold	\$3.59





CrustAway was created for those who enjoy the soft, fluffy texture of bread without the crust. Our bread is made with simple, clean ingredients, ensuring every slice is as delicious as it is waste-free. We repurpose all crusts into breadcrumbs, so nothing goes to waste. With CrustAway, you can enjoy all the flavor and none of the hassle—no more cutting off crusts, no more mess, and no more complaints. Just perfectly crustless bread, with a sustainable touch.





CRUSTLESS BREAD:

- White Crustless Bread
- Whole Wheat Crustless Bread

Vegan, NGMO

Only 7 Ingredients (White Bread)

45 days Shelf Life

Manufactured in Italy

Contact:

Jonathan Shlang
<u>JonathanS@mesadagroup.com</u>
www.Mesadagroup.com
@Crust_Away

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
500700	8-57907-00857-4	Crust Away - Crustless White Bread	12 / 10.58 oz	Freezer	\$ 5.79
500701	8-57907-00858-1	Crust Away - Crustless Whole Wheat Bread	12 / 10.58 oz	Freezer	\$ 5.79





Just Veggin is an innovative, clean-ingredient alternative to meat that's better for you—and better for the planet. Unlike other plant-based options, *Just Veggin* delivers the full flavor, aroma, and satisfying texture of meat, but is made entirely from vegetables. Our naturally smoked bacon captures the authentic taste and experience of traditional bacon, without compromise. Just Veggin strives to promote a better planet one slice at time.



Smoked Plant Based Bacon

- Looks like Bacon
- Smells like Bacon
- Cooks and sizzles like Bacon
- Crunchy Like Bacon
- Tastes like Bacon

Naturally Smoked, Vegan, Gluten Free, Soy Free, NGMO

No Cholesterol

28 days Shelf Life

Contact:

Jonathan Shlang
<u>Jonathan S@mesadagroup.com</u>
www.Mesadagroup.com
@JustVeggin

Manufactured in Netherlands

Item No.	UPC	Item Description	PK / SZ	Storage	SRP
500710	8-57907-00863-5	Just Veggin - Meatless Smoked Bacon	12 / 4.23 oz	Freezer	\$ 8.69