

Bola Obileye

Presenters & Brands | Presenters

Press

Gordon Ramsay's Future Food Stars: Where to buy the contestant's products

Bola Adegbenro – Jitterbug: [Jitterbug.life](https://jitterbug.life)



Bola Adegbenro is a health coach hailing from Hertfordshire. In 2016, after a recent health scare, she decided to ditch sugary soft drinks, instead blending her own alternatives at home. What she concocted was an apple cider vinegar seltzer. And in 2019, Jitterbug was born.

This premium seltzer soft drink brand merges real fruit juice with apple cider vinegar, and the website says that there's no sugar, no artificial sweeteners, no artificial flavourings and "no nasties". The drinks are sold in packs of 5 or 12, and there are three different flavours on offer: orange jive apple cider vinegar seltzer (from £14.40, [Jitterbug.life](https://jitterbug.life)); lemonade swing apple cider vinegar seltzer (from £14.40, [Jitterbug.life](https://jitterbug.life)); or berry hop sparkling apple cider vinegar seltzer (from £14.40, [Jitterbug.life](https://jitterbug.life)). You can also buy the cans on their own from Holland & Barrett (£2.29, [Hollandandbarrett.com](https://hollandandbarrett.com)).



HOME

GOING GREEN
The Green & Beautiful app is your go-to for all things eco-friendly. From local food and drink to sustainable fashion, the app has it all. Download it now to get the most out of your shopping experience. [Go to the Green & Beautiful app](#)

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THE HOT LIST
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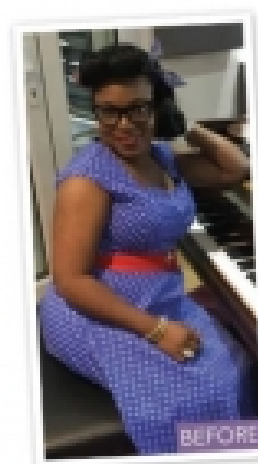
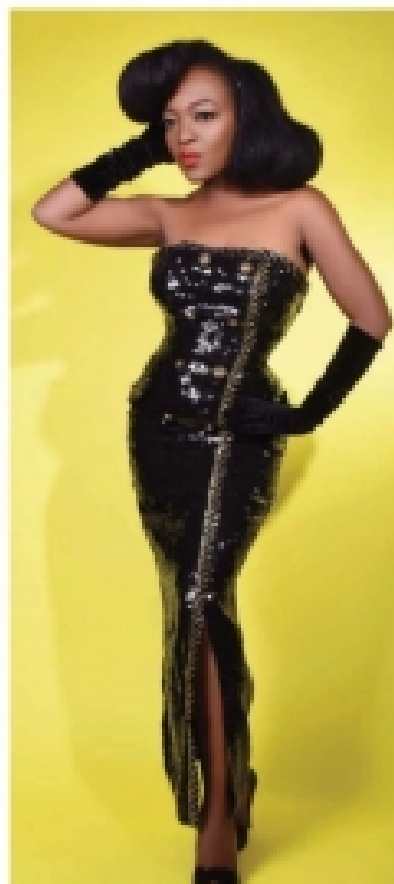
I've gone from DRAB TO FAB!

Mollie Obileye, 45, from London, credits the ketogenic diet and being more active for helping her lose almost four stone.

I DIDN'T ALLOW myself to admit I was getting bigger. I told myself I didn't have a problem, even though my size put a huge dent in my confidence, because I didn't think it was something I was capable of addressing. But my body had other ideas. It started to reject the junk food and fatty drinks I had become dependent on. I'd have episodes of coughing and choking and whatever I'd just consumed came back up my throat and splattered out of my nose! Acid reflux was ruled out because it didn't hurt, but it became difficult

being able to sleep. End doctors pointed to something seriously wrong. I was convinced I had cancer and was going to die. In February 2016, I had an endoscopy and while I waited for results, it hit me that body that one body and I'd been showing it for years. I had taken my health for granted and realised that I would do better for myself. I decided I would fix my life.

Fortunately the endoscopy came back clear, but I was diagnosed with a hiatal hernia, which is when the upper part of your stomach pushes into the chest due to a relaxation in the



lifestyle changes to obesity was a causal factor. It had never felt more motivated.

A friend suggested I try the ketogenic diet, or as I came to call it, the 'keto' diet. High fat, low carbs, the diet is rich in avocados and low-carb vegetables but cuts out processed sugar and alcohol. I'm Nigerian by birth and a lot of the food we enjoy is carb dense, but the ketogenic diet helped me discover food outside my comfort zone. It helped me learn about combining ingredients in sustainable, healthy and effective ways. In three months, I went from 170 lbs to 140 lbs. I realised the way I used to eat was able to putting myself in a period care - it was the wrong fuel and no wonder I felt so heavy.

A NEW CAREER IN FOOD
I became so curious about nutrition that I decided to study at The Health Sciences Academy and became an Advanced Clinical Weight Loss Practitioner, then went on to study further at the College of Naturopathic Medicine, where I qualified as a health coach and chef. In the years since then, I've maintained a healthy weight thanks to having a deeper understanding of nutrition.

With a spring in my step, many friends asked for my secret and I wanted everyone to feel how light so I quit my job as an IT consultant and launched The Skinny Cook. theskinnycook.co.uk selling 100 per cent natural, warming soups, a healthy value menu made with seasonal and common flour, and apple cider

'I used to berate myself but now I'm kind to myself and have space to focus on the things I want to achieve.'

MOLLIE'S STATS

Height: 5'6" 1/2
Weight before: 170 lbs, size 16-18
Weight now: 140 lbs, size 10

OLD DIET

Breakfast: White bread chicken sandwich, chocolate bar, muffin and coffee.
Lunch: White rice with chicken and vegetables. Another muffin.
Dinner: Beef, poppers and rice.
Snacks: Several chocolate bars and fatty drinks throughout the day.

NEW DIET

Breakfast: Chia pudding soaked in almond milk, with berries.
Lunch: Jerk marinated tolu salad with chicken.
Dinner: Kale salad with apple cider vinegar.
Snacks: Protein shake, coconut water, banana.

Current fitness routine
Monday: Walk for 10 miles
Friday: Power walk 10 miles
Dinner and snacks



vinegar based drinks. I know there are a million reasons my body came home from school asking for that chocolate milk! I also run weekly classes and share recipes online.

These days I have a new friend, and I used to berate myself but now I am kind to myself. Now that I don't fill my mind worrying about how to look myself from now, I have space to focus on the things I want to achieve. I've always loved to sing and dance but used to be too shy. Now I sing in a gospel choir and swing dance in a group called Sugar Puffs.

I walk everywhere, too. Sometimes, it's a challenge, power walk. Other times, I opt to walk where I can't walk there before. I can't walk there before. People say things happen to us, but I think they happen for us. My health scare was the most beautiful thing that could have happened because it brought a whirlwind of positive change and helped me discover who I'm capable of being. theskinnycook.co.uk

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best

**I've found
my fabulous!**

It joined almost every boat
 Keel at the water's base on
 with and elsewhere had in

I'd been coming with a health-care view and what adding spices made it delicious. I learned about how using fat, protein and processed food affect your body and how powerful I was as a nutritional and health coach.

I also wanted to become a chef and, in fact, went to culinary school. I then went to the College of Notre Dame in Belmont, N.Y. I was a very good student and I could help others.



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also, another miff
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upper
a new
in Charlotte,
this:

1.000g just ripened to-
matoes with stems
100ml olive oil
with bulgar wheat and
apple cider vinegar
SHAKE Protein
shake, carrot



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Will women-led start-ups power the UK's post-Covid recovery?



Mollie Obileye, co-founder of **Jitterbug** drinks, which makes sparkling apple cider vinegar seltzers, told *Speciality Food* she was “driven by passion to fill the world with food goodness following a health scare”.

Over a third of women are considering supplementing their income through a ‘side hustle’, while 14% are reconsidering their current job as a result of the pandemic.

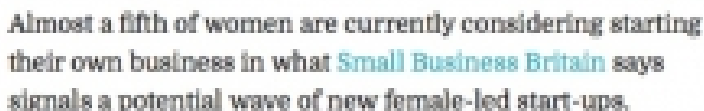
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Recent research has revealed that more women and young people will be starting new businesses post-pandemic, and the food and drink industry is likely to be a major area of interest.

MOJIB OBIYAN, CO-FOUNDER, JITTERBUG

"I was disappointed for how lonely it often felt for a woman stepping into a new industry and an uncharted space. I quickly realized that there were no mentors to turn to, even though there were lots of opinions of advisors all around, none to turn to. Their knowledge had always been surrounded by gates and glass walls, but you can't touch them, and to me this was my biggest challenge."

One research shows promising signs that many women are thinking about starting a business, so doubt many new female entrepreneurs will enter the food field unless they feel confident.

GETTING INTO THE JOY OF BLACKBERRY COOKING

 "I started my wedding site design business while running a guitar practice. I also worked for the Olympics and Paralympics teams, too. It was when I was working with them that my first BlackBerry moment came. I was creating notes with regard to an event of the largest importance for them to enjoy -- for accessibility I could create and sometimes assist others."

"So that time using vegetables in cakes was very unusual, which was a bit of a challenge. I remembered as I knew I had to get product and people enjoyed it, I came up with the idea of chorizo/bacon/cheese with spinach - spinach being super nutritious, plus really good quality dark chocolate. They took off and Blackberry Cottage, cakes with sweet ingredients was born. What I like about being a 'bakery entrepreneur' in the food/drink/beverage space is to experiment with 'terroir' ingredients, especially ones you

SWAN ROBERTS, FOUNDER, HEAD-TO-TOE KIDZ:
 "At Healthy Kidz we are committed to continuous improvement with sustainability being a key part of what we do. Our products change our packaging to the plastic free and it is now produced using 100% recycled materials, which are 100% recyclable. We only use water based inks and biodegradable inks and tags."

"Within our supply chain we work with many small producers and process suppliers' impact and what they are doing in terms of the environment and sustainability. We are proud of our achievements as a small business. However, we are equally aware that it is only through collaboration, improvements in trade and encouraging others to join the Red Sea journey that our own efforts will bear results."

1 **THEY'RE READY FOR THE NEW WORLD.** "CloudW has revolutionized the digital classroom," said

flexible-type products (compared with the standard, and the no- and low-starch breads) are accelerating.¹² Several authors

“Quick Marketing has helped start-ups not just survive Covid, but thrive during the pandemic.”
—Maura Dwyer, founder of

EFSA's views aligned with Israeli health-care officials and Israeli scientists who argue coffee is safe. "There is no evidence that coffee is a health hazard," says a 2006 EFSA report. "Without these particular health, and possibly genetic, predispositions to producing toxins and other adverse effects the Italian situation is not a health hazard." EFSA also found beneficial health effects from coffee, just before the guidelines. Yet, it also quickly pointed out that such a strategy is risky and recommended a solution to make coffee an "all-people beverage."

2 | **“Strong” future needs**
community involvement in research

and "When the [partners] struck, she quickly pivoted to producing [what she] thought was the fastest [route]."

O'Donnell founded Brooklyn overnight care travel clinic and before the pandemic hit, she quickly pivoted her B2B sales strategy to B2C and performed well. "I began to reach out to

Gen Z is behind a boom in new food start-ups

Young people have been disproportionately affected by the pandemic, but enterprising entrepreneurs have started up hundreds of new food business

experienced lower new businesses than the previous year (since 2007, there has been a 70% increase).

and social media, the business is

ENR figures show that weeks ago 24 and under accounted for nearly three-fifths (61%) of the unemployment rate. Recent research from The Fitzer's Tax & Estate Planning Institute also revealed that almost a quarter of young people (24%) do not feel confident about their future work.

It takes no time to surprise that Generation X are taking matters into their own hands. Research from Accountancy Partnership shows that during its inception, Generation X, or those aged between 18 and 29, have been behind a boom in business creation. The report, *Age of Entrepreneurship*, reveals that 1993 saw a 59% increase of 18-29 year olds engineering new ventures, while all other age groups

early for starting discussions are better than ever – especially for Gen-Z, the first digitally-native generation, the report notes.

“Gen Z is increasingly online-gaming and also deriving the age of intergenerational trust,” said Leif Murphy, managing director of The Accountability Partnership. Of the businesses that launched in 2019, the group found that 81.7% began on Facebook, and 89.9% started on Instagram. “The many of the young people we see on our Enterprise programmes, opening a business seemed like a viable option and something they wanted to do and grow during a time of uncertainty,” Alice Grogan, Enterprise programme executive at the British Venture Capital Association, told.

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Pure Pop

Apple cider vinegar has 101 health benefits: from anti-diabetic effects and lowering cholesterol to aiding digestion and warding off colds – but perhaps most famously, beyond sluggish gallons of the stuff to help her drop a dress size in the run-up to filming *Orange Is the New Black*, Khloé Kardashian is taking center stage in a slightly larger range of soft drinks from Black-founded company Bitterley (\$2.99 each). They are 100 per cent natural and blended with English botanicals and exotic superfoods to make a health drink that is as easy on our taste buds as it is on our health. We'll drink to that.



Pearly Pills

We're pimping up our grins with Whitening Toothpaste Tablets (\$2.99) from eco brand hello. A plastic-free alternative to traditional pastes, these earth-kind tablets are flavoured with natural peppermint and tea tree to gently whiten teeth, remove plaque and freshen breath. Now that's something to smile about.



Inside Out

Eczema can often be misdiagnosed in black skin – yet research suggests melanin-rich tones are more likely to suffer from the condition. Want to ditch the itch? Pellamex – a new ingestible supplement – has got the health world abuzz thanks to its boost of Magnesium production. This is a key amino acid found to strengthen and restore a healthy barrier function in the skin from the inside-out, science-beds found a 48 per cent improvement in

Health



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