

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

Bola Adegbenro - Jitterbug: Jitterbug.life



Bola Obileye

TV Talent and Social Media

Press

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); lemonade swing apple cider vinegar seltzer (from £14.40, Jitterbug.life); or berry hop sparkling apple cider vinegar seltzer (from £14.40, Jitterbug.life). You can also buy the cans on their own from Holland & Barrett (£2.29, Hollandandbarrett.com).

FREE METRO

HOME

GOING GREENE
 Little Greene's beautiful range of paints and papers are kind to the environment, you and your home. The brand doesn't use any products or even water that come in harmful plastic bottles. Check back part of the National Trust collection. £84 per roll. Little Greene, 119 Queens Road, Brighton BN1 3XE. Buy it with the [Oneworld](#) app.



AN APPLE A DAY
 Put the colour back in your cheeks with these sparkling apple cider vinegars – an 11.7% go stick-me-up of botanicals, superfoods and gut-friendly ingredients. In Lemonade 100g, Orange & Elderberry 100g, Strawberry 100g, Raspberry 100g. £7.99. Holland & Barrett, store only.

COTTONING ON
 These 3 American towels are so good it's not 100% cotton. Made in Turkey from natural cotton, they stretch up the home and make lightweight, easy-to-pack beach towels or throws. Blue, Summer Mountain Towel, £29. Red, Red Mountain Towel, £29. Buy it with the [Oneworld](#) app.

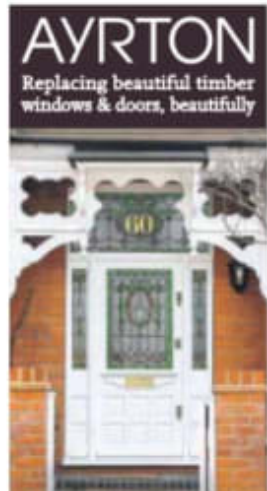
MILKING IT
 We've gone nutty for the new Strawberry Cheesecake Cashew and Salted Honeycomb Hazelnut drinks. Smooth, berry-fine, vegan-friendly and no refined sugar – not to be sniffed at. Pack of 4, £11. M&P, mnpplus.com. Buy it with the [Oneworld](#) app.

SNACK ATTACK
 We're kicking off a healthy new year with a packet or two of these oven-baked, guilt-free squid-inked, packed with protein and smothered in vegan-friendly dark chocolate. Indie Bay Chocolate Pretzels with sea salt chocolate. £2.99. Planet Organic, planetorganic.com. Buy it with the [Oneworld](#) app.



The HOT List

...CELEBRATES VEGANUARY WITH VIRTUOUS HOMEWARE, FOOD AND DRINK *By LARA SANDY*



AYRTON
 Replacing beautiful timber windows & doors, beautifully

gone POTTY
 Giving us meat and getting your fire a deal has never been easier, thanks to this new range of vibrant, veggie-fueled pots with greens, grains, noodles and added protein. The Dong Dong Doo, £3.99. Marks & Spencer, in store only.



NAKED LUNCH
 Meet our new on-the-go hero: a reusable lunch bag (left) made from spun poly paper fibres making it washable, lightweight and durable. Even better, 10 per cent of every sale goes to the Marine Conservation Society and Plastic Oceans. Wrap-up reusable lunch bag. £14. Award London, awardlondon.com. Buy it with the [Oneworld](#) app.



DRINK IT IN
 It might be Dry January, but we can't resist using a mimosas glass or two of veggie Prosecco to celebrate the month of Veganuary. We like to think we've earned it. Proudly Vegan Prosecco, £12.99. Oechsle, oechsle.com. Buy it with the [Oneworld](#) app.

VEG OUT
 If you're taking the veg pledge this month, but still crave meat, the start-based

SET THE BAR
 ditch the plastic bottles for solid bar, vegan-friendly soap in compostable packaging (below). The year's easiest eco swap – 20 per cent of Ethique's profits go to animal conservation charities. Bodywash bar, £5. Ethique,

TOP Santé

GOOD HEALTH STARTS HERE

HEALTH 180°

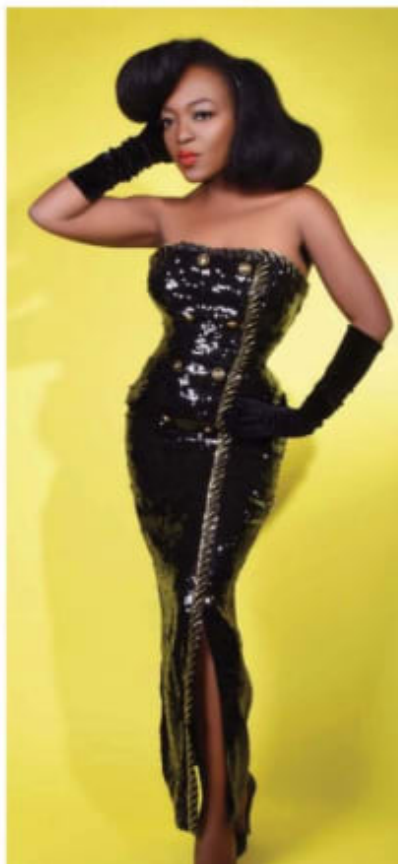
I've gone from DRAB TO FAB!

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 fizzy 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

being unable to keep food down 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 I only had one body and I'd been abusing it for years. I had taken my health for granted and vowed 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 hiatus hernia, which is when the upper part of your stomach pushes into the chest due



lifestyle changes as obesity was a causal factor. I had never felt more motivated.

A friend suggested I try the ketogenic diet, or as I came to call it, the Hallelujah 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 four months, I went from 13st 2lbs to 9st 8lbs. I realised the way I used to eat was akin to putting diesel in a petrol car - it was the wrong fuel and no wonder I felt so lousy.

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 I felt so I quit my job as an IT consultant and launched The Skinny Cook (theskinnycook.co.uk) selling 100 per cent natural seasoning sachets, a healthy cake mix made with flaxseed and coconut 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: 5ft 2ins
Weight before: 13st 2lbs, size 16-18
Weight now: 9st 8lbs, 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, pepper and rice stew.
Snacks: Several chocolate bars and fizzy drinks throughout the day.

NEW DIET

Breakfast: Chia pudding soaked in almond milk, with berries.
Lunch: Jerk marinated tofu salad with cheese.
Dinner: Kale salad with apple cider vinegar.

Current fitness routine Monday: Walk for 8 miles. Friday: Run for 4 miles.



vinegar-based drinks. I knew I was on to a winner when my kids came home from school asking for that instead of cola! I also run cookery classes and share recipes online.

These days I have a new found friend: me! I used to berate myself but now I am kind to myself. Now that I don't fill my time worrying about how to hide myself from view, 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 Push.

I walk everywhere, too. Sometimes, it's a mindful, power walk. Other times, I opt to walk where I once would have hailed a taxi. 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

best

Mollie Obileye's lifestyle was making her ill. After a health scare, she made herself a promise and changed her life...

I've found my fabulous!

Sitting down to a family meal, I'd only had a few mouthfuls of rice, when I felt like the food was stuck in my throat. I couldn't speak as my husband, Sean, 48, jumped up and started slapping me on the back. I laughed and spluttered as our children, Tobi, now 18, and Teri, now 10, looked on in horror.

"What's wrong, Mami?" Teri asked, frightened, but I couldn't answer. After a few minutes of coughing, my food came up through my nose. I was so shaken, I could barely whisper: "I'm OK."

But days later, I had to wonder if that was true. Especially when it happened again, a few days later, in November 2015. Sean, it was happening at least once a week. When I tried to go to sleep, I'd have choking episodes, too.

For weeks, while I waited to see a doctor, I had to sleep sitting up, which left me exhausted and uncomfortable.

I was scared to eat in restaurants, in case it happened in public. I was definitely not OK.

My GP warned that being unable to keep food down could point to something serious. "There could be a blockage," he explained. "We

wight at the appointment and I was glad, because I didn't think I was capable of admitting I was overweight. I told myself what I wanted to hear, that whatever was wrong with me was beyond my control. But I was terrified I was going to die and leave my family behind.

In February 2016, I had an endoscopy and while I waited for the results, I thought about my life. It hit me that I only had one back and I'd been abusing it for years. Thinking nothing of searching on chocolate, muffins and starchy bread every day.

I'd taken my health for granted – no wonder I was that 280 and pushing a size 38. "If I'm given a second chance, I'm going to do better," I promised myself.

Thankfully, 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 weakness in the diaphragm.

There was talk of an operation which might fix it – but might not. The other option was to change my lifestyle, so obesity was a causal factor. I'd never felt more motivated. For myself, for my family. This was my second chance... I joined a boot camp, but

Top Tip
My changing your mindset can have the greatest impact on everything you want to do. Create your new happy in yourself, or you're doomed to the rest of your life!



Before 280lbs

Mollie has always been a very busy lady

to feeling healthy and happy in my mind and body that, within four months, I shed over 50lb.

Eating berries and avocados for the first time in years, I felt like I was giving my body what it needed. I had so much energy. I felt like a teenager again! I realised the way I used to eat was like putting diesel in a petrol car – it was no wonder I'd felt so heavy.

Curious about nutrition, I enrolled at the Health Sciences Academy, where I qualified as a weight loss coach in August 2018. I quit my IT consultant job and launched the Skinny Cook, selling 1000 per cent natural, nourishing snacks, healthy cake mix, made with flaxseed and coconut flour – and apple cider vinegar infused drinks.

I also studied to become a chef and, in June 2020, I qualified as a Health Coach at the College of Naturopathic Medicine. My friends and



Now 91st 7lbs

best for REAL LIFE



'I no longer hide from view, but rather embrace my body'

A better understanding of nutrition helped me maintain a healthy weight, and I stopped the Keto-genic diet. Instead, I made sure I ate small portions of nutrient-dense, organic food and fuelled my body the best way I could. I also started running cookery classes and shared recipes online.

My proudest moment was when my kids asked for my apple cider vinegar drink

instead of cola! They learn more from what I do than what I tell them to do.

Now, at 46, I'm 91st 7lbs and a size 10 – perfect for my 5ft 2in height. I no longer hide myself from view, but rather embrace my body, my life and my knowledge. I have space to focus on the things I want to achieve. I've joined a gospel choir, and I'ming down in a group called Sugar Puffs. I never would have had the confidence for that before!

I used to tell myself, I was a failure and the world was against me, but my choking problem stopped when I changed my lifestyle. I'm full of energy, I'm happy and have more time with the kids. It's not about being slim, it's about being healthy and letting the person I truly am shine.

Find out more at skinnycook.co.uk

Typical day, before	...and after
BREAKFAST White bread chicken sandwich, chocolate bar, muffin and coffee	BREAKFAST Chia pudding, soaked in almond milk, with blueberries and strawberries
LUNCH White rice with chicken and vegetables. Another muffin	LUNCH Jerk marinated tofu salad with cheese
DINNER Beef, pepper and rice stew	DINNER Kale salad with bulgur wheat and apple cider vinegar
SNACK Chocolate	SNACK Protein

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.

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



Almost a fifth of women are currently considering starting their own business in what [Small Business Britain](#) says signals a potential wave of new female-led start-ups.

Two-fifths of women (42%) said they were motivated to think about starting a business out of a passion, according to the research, commissioned to mark [International Women's Day](#) on 8th March. Passion is a common driver cited by women in the food and drink sector. 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".

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SPOTLIGHT ON: START-UPS

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

Women will power the UK's post-Covid recovery

HELLE OVENS CBE, FOUNDER, SMALL BUSINESS BRITAIN

Our research shows promising signs that many women are thinking about starting a business. So don't many new female entrepreneurs will enter the food drink space; not least because a sector that stands to grow is being reshaped following the pandemic, but also because it's an area of passion for many. And our research indicates that starting a business 'out of a passion' is a motivation for many women. There have been exciting small businesses springing up and ring across the food and drink sector throughout the pandemic, my embrace digital and send for deliveries. This has led many types of businesses to go into new audiences and offer new business models, there it is the greenproving going off essential fruit and veg is locally, independent bakers distilleries mailing letterbox to and gifts across the country, restaurants and catering food and meal boxes to treat customers than those would traditionally sell to.

Meet three female founders...

MOLLIE OBILEYE, CO-FOUNDER, JITTERBUG
"I was not prepared for how lonely it often feels for a woman stepping into a new industry and an uncharted space. I quickly realised that there were no mentors to turn to, even though there were lots of pictures of achievers all around. Access to them or their knowledge had always been surrounded by gates and glass walls. You see them, but you can't reach them, and to me this was my biggest challenge.
"Being a woman in business has not necessarily meant more challenges, the challenges are there for all genders, but I guess how I am able to carry my responsibilities as a woman, a mother and wife alongside the demand of a fast moving and tough industry is where the drama lies. But I'm loving the challenge and keeping my eyes on the goals, and so I press on hoping that one day I will become that mentor I wish I had to others coming behind and holding my hands."

KATE SAMPSON, FOUNDER, BLACKBERRY COTTAGE
"I started out my working life as a physiotherapist, then a private practice, I also worked for the Olympic and Paralympic teams, too. It was when I was working with them that my lightbulb moment came. I was creating cakes with vegetables as one of the largest ingredients for them to enjoy - by using vegetables I could reduce and sometimes omit refined sugars and fats.
"At that time using vegetables in cakes was very unusual, which was a bit of a challenge, I persevered as I knew I had a good product and people enjoyed it. I came up with the idea of chocolate brownies with spinach - spinach being super nutritional, plus really good quality dark chocolate. They took off, and Blackberry Cottage, cakes with secret ingredients, was born. What I like about being a 'female entrepreneur' in the food business is being able to encourage other female entrepreneurs, especially start-ups."

SARA ROBERTS, FOUNDER, HEALTHY NIBBLES
"At Healthy Nibbles we are committed to continuous improvement with sustainability being a key part of what we do. Last year we changed our packaging to be plastic free and it is now produced using 100% recycled materials, which are in turn recyclable. We only use water based inks and biodegradable labelling and tape.
"Within our supply chain we work with many small producers and assess 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 at scale and encouraging others to join the Net Zero journey that true difference will be made."

3 WAYS START-UPS ARE TRANSFORMING THE FOOD SECTOR'S SHARED FUTURE

- 1 THEY'RE READY FOR THE 'NEW NORMAL'**
"Covid-19 has fast-tracked the digital channel shift, and start-ups have been the quickest out of the starting blocks," says Jason Gibb, founder of Bread & Jam. E-commerce has boomed throughout the pandemic, and experts believe consumer habits won't bounce back post-Covid.
- 2 THEY GRAB OPPORTUNITIES**
"Many have seen opportunity and taken it - such as the trend towards increased nutrition and health," said Emma Jones, founder of small business network and business support provider Enterprise Nation. Start-ups are wanting no time in getting stuck into these profitable ventures. "I'm seeing lots of security boosting, gut health-type products coming onto the market, and the no and low alcohol trends are accelerating," Jason added.
- 3 THEY KNOW HOW TO PIVOT**
Quick thinking has helped start-ups not just survive Covid, but thrive during the pandemic. "Agnetha Grover, founder of STBP-D was about to launch her range of tiger nut drinks via regular calls in March," Emma said. "When the pandemic struck, she quickly pivoted to producing gluten and allergen-free flour for baking. Lauren O'Donnell founded breakfast overnight oats brand Oatsio just before the pandemic hit. She quickly pivoted her B2B sales strategy to B2C and partnered with a courier to work with on UK wide delivery."

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 businesses. ONS figures show that workers aged 16 and under accounted for nearly three-fifths of the UK's unemployment rate. Recent research from The Prince's Trust Twice Youth Index 2022 report also revealed that almost a quarter of young people (23%) do not feel confident about their future work. It comes as no surprise then that Generation Z are taking matters into their own hands. Research from The Accountancy Partnership showed that during lockdown, Generation Z, or those aged between 16 and 20, have been behind a boom in business creation. The report, The Age of Entrepreneurialism, revealed that 2020 saw a 72% increase of 16-20 year olds registering as sole traders, while all other age groups experienced fewer new businesses than the previous year. Since 2017, there has been a 206% increase. Thanks to the rise of e-commerce and social media, the barriers to entry for starting a business are lower than ever - especially for Gen Z, the first digitally native generation, the report notes. "Gen Z are incredibly enterprising and are driving the age of entrepreneurialism down," said Lee Murphy, managing director at The Accountancy Partnership. Of the businesses that launched in 2020, the group found that 31.2% began on Facebook, and 30.9% started on Instagram. "For many of the young people we see on our Enterprise programme, opening a business seems like a viable option and something they can focus on and grow during a time of uncertainty," Alex Grainger, Enterprise programme executive at the Prince's Trust, told *Speciality Food*.

Black beauty

& hair for women who want to look amazing

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STRICTLY SPEAKING

AJ Odudo is in a good place

214
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Eco-friendly beauty brands

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Bridal Supplement

Inspirational styles for the season

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BBH LOVES

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, Beyoncé gugged gallons of the stuff to help her drop a dress size in the run-up to filming *Dreamgirls*. Now ACV is taking centre stage in a stylish range of soft drinks from black-founded company Jitterbug (£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 tastebuds as it is on our health. We'll drink to that.



Pearly Pills

We're pimping up our gnashers with Whitening Toothpaste Tablets (£7.99) 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.



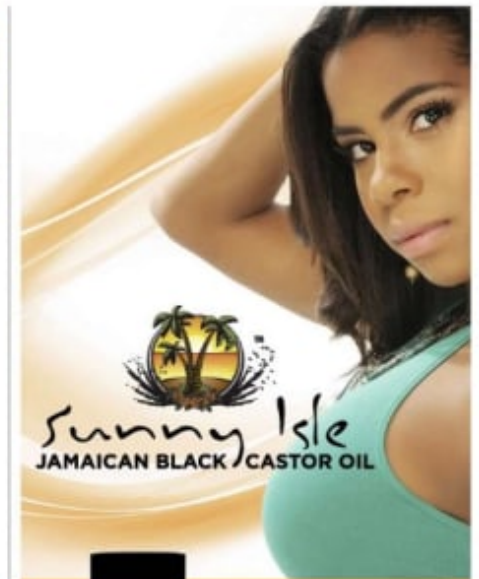
Inside Out

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 filaggrin production. This is a key amino acid found to strengthen and restore a healthy barrier function in the skin from the inside out, science bods found



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Health



Sunny Isle
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Soothes the Scalp
Dry Itchy Scalp
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Aches & Pains
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