

Sheffa Foods Introduces 100% Compostable Packaging

Natural food products deserve sustainable packaging and so does Mother Nature

NEW YORK, NY, US, July 5, 2016 /EINPresswire.com/ -- [Sheffa Foods](#), a NY based natural food and lifestyle brand, is introducing a revolutionary 100% compostable wrapper using their coffee house inspired Granola Bars and the Indiegogo crowdfunding platform.

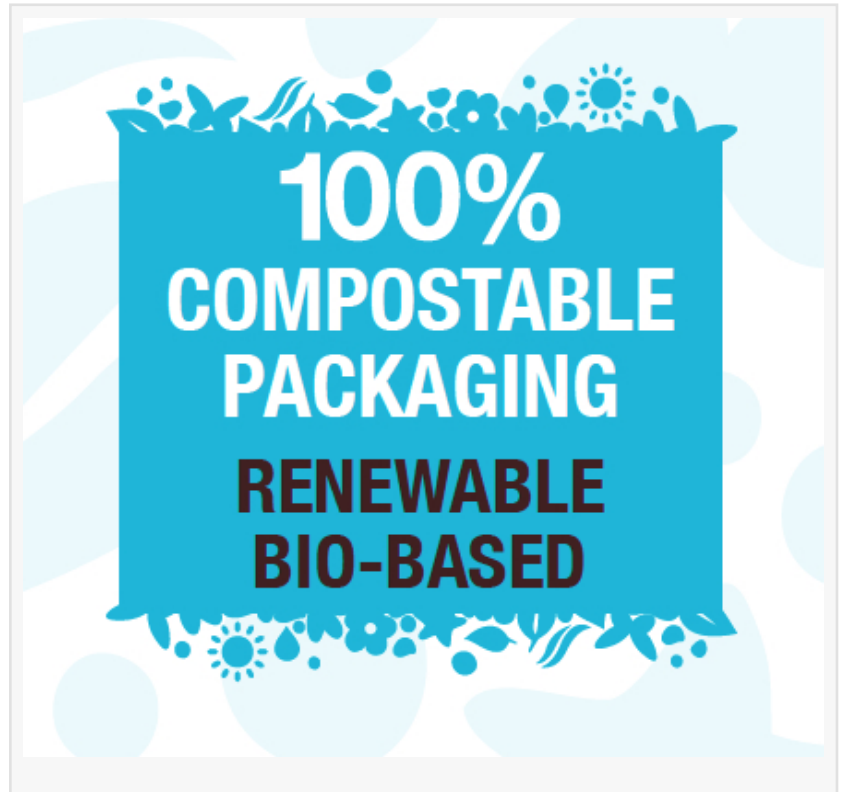
After four years of working with Tipa, a sustainable packaging start-up, Sheffa's Indiegogo campaign, titled [Better for the Planet](#), invites everyone to be part of the change, turning it into a consumer driven initiative – packaging by the people and for the people.

Sheffa's co-founder, Leslie Angle, added "We've been frustrated by the slow pace of development and don't want to wait around any longer for the big guys or government regulations to make it happen. We're a small company, but that doesn't deter us; with creativity, initiative, heart and some funding, we too can be a catalyst for change."

Simply stated, Ms. Angle believes that natural food products deserve natural packaging, and so does Mother Nature. Composting is the closest thing to nature in terms of managing waste, and compostable packaging can help revolutionize and reshape the food and beverage industry towards "zero waste to the landfill". The package itself becomes part of the food waste stream, decomposing and breaking down naturally.

Certified "OK Compost" by Vincotte, the new packaging material is made from bio-based materials and decomposes in controlled conditions in under 180 days. If discarded with the regular trash in a landfill, the packaging will still breakdown similarly to orange peel and in a reasonable amount of time compared to traditional plastic packaging that decomposes only after hundreds of years.

About Sheffa Foods: Sheffa Foods is a creative brand of healthy foods that has steadily grown since it's inception in 2006 to include four signature product lines – Salad Sprinkles, Snack Mixes, Savory Bars and Granola Bars. Sheffa is known for skillfully blending simple, wholesome ingredients to create tasty and nutritious products that are whole-food based. All of Sheffa's products have a good balance of protein, whole-food carbs and healthy fat, and they are always gluten free, vegan, kosher,



low in sodium and sugars, and contain no GMO's, cholesterol or trans fat.

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