



KarmaBox and NatureBox, Leaders in Healthy Snacking, Join Forces

SAN DIEGO, CALIF., UNITED STATES, November 3, 2017 /EINPresswire.com/ -- SAN DIEGO — Two California start-ups dedicated to satisfying America's changing snack habits are joining forces to make healthy, nutritious food more convenient for everyone.

San Diego's [KarmaBox Healthy Vending](#) is now partnering with Redwood City's [NatureBox](#) to feature unique, tasty and better-for-you snacks in vending machines throughout the country. NatureBox is one of the fastest growing food brands in the country. KarmaBox locations in more than 75 U.S. cities will now feature NatureBox's special line of better-for-you snacks, including nuts, cookies made with whole wheat flour, and gluten-free crunchy lentil twists.

"Our values are perfectly aligned," said A.J. MacQuarrie, KarmaBox's founder and CEO. "We're both passionate about giving people easy access to delicious, nutritious snack options that are an essential part of today's healthy lifestyle."

Entrepreneurs MacQuarrie and NatureBox CEO Gautam Gupta share similar stories for starting their companies. MacQuarrie started KarmaBox in 2010 when, after putting on weight in college, then working hard to slim down, he discovered that the campus vending machines offered little to support a healthy lifestyle.

Gupta struggled with obesity growing up but decided to make a change before starting college. He lost 70 pounds by learning about nutrition and shifting his eating habits.

"This unique partnership between NatureBox and KarmaBox brings our shared passion for healthy eating right to the places where people are seeking a quick, convenient snack," Gupta said. KarmaBoxes are typically placed in high-traffic locations such as hotels, community centers, schools and businesses.

KarmaBox is found in 75 U.S. cities and in Vancouver, B.C. All-inclusive business opportunity packages, called Karmatunity, support KarmaBox's owner-operators through landing the best locations, personal training, and support for efficient processes and routines.

Launched in 2012, NatureBox has made a name for itself in the food industry with the belief that snacks can (and should!) be crazy delicious and also better for you. NatureBox snacks are sold in Target, Safeway, Sprouts, and Barnes & Noble.

AJ MacQuarrie
KarmaBox Healthy Vending
617-595-6383
email us here

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