

Mother F Officially Launches, Introducing a New Era of Whole Food Nutrition

Mother F® is here—whole food nutrition made with real ingredients, balanced nutrition and exceptional taste, built for real life.

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Co-Founded by the Baldi Family and Clinical Nutrition Expert Dr. Cheryl Bothwell, Mother F Challenges the Processed Nutrition Bar Category with Whole Food, Balanced Nutrition Built for Real Life with Real Ingredients.

BEAUMONT, CA — August 18, 2026 — Mother F®, a new whole food nutrition brand redefining convenience food, officially launches nationwide with a mission to bring real ingredients, balanced nutrition, and transparency back to modern eating.

Created by Dr. Cheryl Bothwell, DCN, RDN, Doctor of Clinical Nutrition and Registered Dietitian, and brought to market in partnership with the Baldi family, Mother F introduces a whole food nutrition bar designed for busy lifestyles without compromising ingredient integrity, nutrition, or taste.

“People wanted better nutrition, but the options available often felt disconnected from real food,” said Dr. Cheryl Bothwell, Founder and Chief Nutrition Science & Innovation Officer of Mother F. “Mother F was created to prove that convenience food can still be built from whole ingredients, balanced nutrition, and exceptional taste.”

The concept for Mother F began years earlier while Dr. Bothwell was working directly with clients through her **TakeTEN® lifestyle program**, helping people improve their health through food



Mother F Whole Food Bar

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Mother F means “Mother Food”—whole, nourishing ingredients for flavor and function—while also nodding to the conversation around the MTHFR gene variant.”

Dawna Samuels

and lifestyle change. Originally created as a convenient whole food meal option for busy days, the bar quickly became one of the most requested meals among clients.

“I didn’t create the Mother F Bar to hit a protein target or follow a nutrition trend,” said Dr. Bothwell. “It was built around whole food principles and designed to give people something satisfying, convenient, and genuinely enjoyable to eat. People loved the taste, trusted the ingredients, appreciated the convenience, and wanted more. That’s when I realized we had created something special.”

The brand later partnered with the Baldi family, whose personal wellness journey helped shape the mission and identity of the company.

“Our family became deeply focused on ingredient quality and nutrition after learning more about our own health and the role food plays in long-term wellbeing,” said Dawna Samuels, Co-Founder of Mother F. “We realized how difficult it was to find truly whole food options that fit into busy everyday life. Mother F became the solution we wished existed.”

The name Mother F carries dual meaning. It references “Mother Food,” a philosophy rooted in whole, nourishing ingredients selected for both flavor and function, while also nodding to the growing consumer conversation around the MTHFR gene variant, which can affect how some individuals metabolize folate. While the brand does not make medical claims, Mother F products are formulated without added synthetic folic acid and prioritize naturally occurring nutrients from whole food ingredients.

“Consumers today are asking better questions about food,” added Dr. Bothwell. “People want transparency. They want ingredients they recognize. They want food that feels good and tastes like real food.”

Mother F enters the market amid growing consumer interest in clean-label products, minimally processed foods, and convenient nutrition made from recognizable ingredients. Rather than asking consumers to choose between convenience, taste, and ingredient quality, Mother F is building its products around the belief that all three can coexist.

The Mother F Bar marks the beginning of a broader vision. The company plans to expand beyond bars into additional whole food product categories, bringing its real-food philosophy to more everyday eating occasions.

About Mother

Mother F® is a whole food nutrition brand founded by the Baldi family and Dr. Cheryl Bothwell. Inspired by the belief that convenient food should never require compromise, Mother F creates products built on exceptional taste, uncompromising ingredient quality, and foods designed to deliver a return on every bite.

The founders believe they're not simply launching a bar—they're helping spark a whole food revolution built on real ingredients, exceptional taste, and nutrition people can trust.

Mother F is introducing the brand to consumers, retailers, and industry partners throughout 2026 as it continues building retail and direct-to-consumer partnerships nationwide.

For more information, visit mother.com or follow @[MotherFFoods](#) on Instagram and TikTok.

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