

News Release

**For immediate release**

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## **The CPG Snack Sweep: The Good Crisp Company and Byte Bars Take Home Top Honors at Naturally Boulder's Annual Awards**

*SRW, Carlotta Mast, Stacey Marcellus, and Marshall Fire responders also recognized*

**BOULDER, Colo.** (November 17, 2022) - Six standout organizations, leaders and companies that contribute to Colorado's more than \$2 billion natural products industry were honored at Naturally Boulder's [Annual Awards](#) on November 16. Brands recognized included Meati, which secured \$150 million in Series C Funding this summer, to The Good Crisp Company, which challenges the traditional idea of savory canister snacks. New award categories this year included Emerging Brand of the Year, Brand of the Year, Service Provider of the Year and the Lance Gentry Award to honor the spirit of the former JUSTIN'S executive.

Awards are as follows:

- **Brand of the Year**
  - **Winner: The Good Crisp Company**
  - Runner Up: Quinn Snacks
  - Runner Up: Aurora Organic Dairy
  
- **Emerging Brand of the Year**
  - **Winner: Byte Bars**
  - Runner Up: Grüvi
  - Runner Up: Meati Foods
  - Runner Up: Mortal Kombucha

"It is rare to see anyone hustle as hard as Byte Bar Founders Casey and Sabina," said Naturally Boulder Board Member Rajesh Babu. "Everywhere I go, every possible opportunity, I see them handling out bars, talking about their product and engaging at networking events. They are more than deserving of the traction they're receiving."

"Not only is The Good Crisp Company growing exponentially, they are doing so with a conscience, which is a key reason they are our Brand of the Year. In addition to being in 20,000 stores, they are avid supporters of the Leukemia & Lymphoma Society, donating a portion of all online sales to the nonprofit, as well as developing initiatives to help kids read," Babu added.

Other award winners include:

- **Industry Leader of the Year**
  - **Winner: Senior Vice President and Market Leader at New Hope Network Carlotta Mast**

- Runner Up: BFG Partners CEO Tom Spier
- Runner Up: WishGarden Herbs President Catherine Hunziker
- **Service Provider of the Year**
  - **Winner: SRW Agency**
  - Runner Up: Creative Alignments
  - Runner Up: Holland & Hart

The Conscious Business Catalysts (previously called Climate Catalyst Award) was awarded to the collective of Marshall Fire Responders – those who went above and beyond to support the community after the tragic fire in December 2021. Special recognition was given to Basecamp Collective, the Big Red F restaurant group, Blackbelly Market, Conscious Alliance, Danone North America, Fortnight Collective, Andy Clark of Moxie Bread, Yasso, and all the supporting brands and Naturally Boulder community members who contributed to this effort.

Lastly, Cappello's Founder Stacey Marcellus was awarded the Lance Gentry Award.

“This is a special award for this organization, in honor of Lance Gentry, and Stacey embodies many attributes that Lance championed throughout his career and lifetime,” said Naturally Boulder Board Member and Weller Co-Founder John Simmons. “Stacey is creative and curious in a way that attracts others to do the same. Stacey has led Cappello’s to embrace new regenerative business practices and rethink systems in ways that are not only contagious, but empowering. Stacey shows up for her community, as an example for all of us to follow.”

During the event, longtime sustainability advocate and Applied Ecological Institute Director Tina Owens and Capsalis conducted a fireside chat on “How to nurture a global citizenship mindset,” while New Hope Network Editor Todd Runestad served as emcee.

Naturally Boulder was established in 2005 to nurture and promote organic and natural products businesses to be a powerful force for positive change. The organization has since grown to include chapters in Austin, Bay Area, Chicago, Los Angeles, Minnesota, New York, North Bay and San Diego.

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[Professional, high resolution photos of the 2022 Annual Awards available here.](#) Photos courtesy of Naturally Boulder.

### **About Naturally Boulder**

Naturally Boulder is a 501(c)(6) non-profit economic development organization dedicated to nurturing and promoting organic and natural products businesses to be a powerful force for positive change. Naturally Boulder was created in 2005 and today has over 1,000 members comprised of manufacturers, service providers, entrepreneurs, investors, retailers, and individuals in Colorado and beyond. Naturally Boulder members receive meaningful connections to mentors and peers, access to cutting-edge business education, and participate in community celebrations. Visit them online at <https://www.naturallyboulder.org/>, and find them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

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