



The Crunchy Mom Standard

First Edition

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A philosophy for building a more thoughtful way to live.

Amanda & Joseph Fleming

We believe the little things people carry everyday shape how they feel.

The drink on your desk.

The snack in your bag.

The candle on your shelf.

The notebook beside your computer.

The sweatshirt you reach for every morning.

These aren't just products.

They're small expressions of taste.

Of intention.

Of identity.

We exist to curate those moments.

Because convenience should never require compromise.

And the things you carry should make you feel like the person you're becoming.

FORAWRD

A Letter from the Founder

I have always been a curator.

Long before Crunchy Mom had a name, I was the person searching for the new restaurant, waiting for a store to open, building travel itineraries, trying a new hairstyle, or discovering a product that felt different from everything else around it.

I was drawn to things that were thoughtful, beautiful, and well made. Not because they were expensive or exclusive, but because they felt intentional.

Over time, that instinct became part of my identity.

Coworkers began to know me as the person with the newest drink on her desk. Friends would ask, "How do you find these things?" I would laugh it off, because I was never trying to be noticed. I simply loved discovering products that reflected the way I wanted to live.

The things we carry every day say something about us.

A beverage can be an accessory.

A snack can be a small act of care.

A notebook, sweatshirt, candle, or skincare product can become part of the identity we are intentionally building.

Then motherhood gave that belief a deeper meaning.

After my daughter was born, our family experienced serious medical complications and spent long hours in the hospital. Late one evening, after surgeries, the cafeteria was closed and the options around us were limited. My husband had to leave the bedside of his wife and daughter to search for a fresh salad, a smoothie, and simple protein snacks that could nourish me physically and emotionally while I tried to be present for my daughter.

He should not have had to leave.

In one of the moments when convenience mattered most, thoughtful options were almost impossible to find.

That experience stayed with me.

For years afterward, I kept noticing the same gap. In hospitals. Offices. Airports. Hotels. Gyms. Apartment buildings. Late nights and long days. The products people wanted existed, but they were often available only through a specialty grocery trip, a direct-to-consumer order, or careful planning in advance.

Convenience had become synonymous with compromise.

I did not believe it had to be.

Crunchy Mom was created to make thoughtful choices easier to access and more enjoyable to discover. We are building for people who care about their health, their longevity, their surroundings, and the way they move through the world, but who are also busy, ambitious, and human.

We are not asking people to be perfect.

We are simply making it easier to choose with intention.

I have never wanted to be known for having the coolest drink on my desk. I just never wanted to settle for the ordinary when something more thoughtful existed.

Crunchy Mom is an extension of that belief.

It is a brand for people who do not simply consume. They curate.

People who understand that the way they do anything is often the way they do everything.

People who believe that convenience should support the life they are intentionally building, not pull them away from it.

This is only the beginning.

Amanda Fleming

Founder, Crunchy Mom

Principle No. 1

How You Do Anything Is How You Do Everything.

We believe small choices matter.

The drink you choose.

The ingredients you consume.

The objects you carry.

The way you care for yourself and the people around you.

These decisions are not separate from the rest of your life. They are quiet reflections of your values, your standards, and the person you are becoming.

We build for people who care deeply,...not perfectly, but intentionally.

CHAPTER 1

The Everyday Matters

The world doesn't need more products. It needs more thoughtful choices.

Every day, we make hundreds of small decisions:

- What to drink.
- What to eat.
- What to carry.
- What to wear.
- What to bring home to our families.

Individually, these decisions seem ordinary. We don't believe they are.

We believe the smallest choices quietly shape how we feel, how we show up, and ultimately, who we become. Yet somewhere along the way, convenience became synonymous with compromise.

If you're in a hurry, you settle. If you're traveling, you settle. If you're at the hospital, in the office, at the gym, or catching a flight, you settle.

Not because you want to. Because too often, those are the only choices available.

We don't believe thoughtful living should require extra time, extra planning, or a special trip across town. It should simply be within reach. That's why Crunchy Mom exists. Not to convince people to live differently. But to support the way they already aspire to live.

We're here for the people who care about what they consume, what they carry, and the environment they create around themselves. People who value thoughtful ingredients, intentional design, meaningful hospitality, curiosity, and longevity—not because it's trendy, but because it's an expression of who they are.

We believe convenience can be inspiring. We believe discovery should spark joy.

We believe everyday products deserve the same level of curation as luxury experiences.

Most of all, we believe the small things people carry each day become part of the identity they're intentionally building.

We aren't simply making better products easier to find. We're making thoughtful living more accessible. Because the everyday matters.

Principle No. 2

Convenience Should Never Require Compromise.

Convenience isn't the problem. Compromise is.

For too long, convenience has defaulted to whatever is fastest, cheapest, or most familiar.

We believe convenience can also be nourishing. Beautiful. It can be nourishing. Thoughtful. Inspiring. It can introduce someone to their new favorite product.

The future of convenience isn't about having more choices. It's about having better ones.

The life you want isn't built in extraordinary moments.

It's built in everyday ones.

CHAPTER 2

Taste Cannot Be Manufactured

Some people believe taste is about knowing what's popular. We don't. Taste isn't about following trends. It's about developing confidence to recognize what feels true to you.

Long before something becomes mainstream, someone has already discovered it. Not because they're chasing what's next. Because they're paying attention.

We believe great taste is built through curiosity. Through exploration. Through noticing. Through asking better questions...

- Who made this?
- Why does this ingredient matter?
- How was this designed?
- Could this be better?

The answers are rarely found in algorithms. They're found in experience. In conversations. In travel. In bookstores. In local coffee shops. In wandering through neighborhoods, you've never visited. In stopping because something caught your eye.

Taste isn't inherited. It's collected.

One thoughtful discovery at a time and that's how Crunchy Mom curates.

Not by asking what everyone else is buying. By asking what deserves to be discovered.

Every product we carry should feel like someone on our team couldn't wait to tell a friend about it. Not because it was expensive. Not because it was exclusive. Because it was genuinely good.

We hope our customers leave feeling like they discovered something they didn't know they were looking for. Because the joy of finding something thoughtful is almost as meaningful as owning it.

Principle No. 3

Curate With Conviction.

We don't carry products because they're trending. We carry them because we'd proudly recommend them to the people we love.

Curiosity comes before popularity. Quality comes before scale. Taste comes before trends.

If we'd be excited to text a photo of it to a friend or share it on our personal social media...It belongs here.

Reflection:

Would we be proud to recommend this to someone we love?

If the answer isn't an immediate yes... it's a hard NO.

Thoughtful living shouldn't feel restrictive. It should feel joyful.

CHAPTER 3

Thoughtfulness Is Our Greatest Product

At Crunchy Mom, we don't believe our greatest product is something you can hold...It's the feeling someone leaves with.

Feeling considered. Feeling understood. Feeling like someone thought about them before they arrived.

Hospitality isn't reserved for hotels, restaurants, or special occasions. It's a mindset. It's anticipating needs before they're spoken. It's paying attention to the details most people overlook.

It's creating moments that quietly tell someone, *"We thought of you."*

A thoughtfully stocked market. A handwritten note inside an order. A recommendation that introduces someone to their new favorite product. Packaging that's beautiful enough to keep. A refrigerator that feels calm instead of overwhelming.

These things may seem small. We don't believe they are.

Because people remember how something made them feel long after they've forgotten what they purchased.

We want every interaction with Crunchy Mom to leave someone feeling lighter, inspired, and just a little more cared for than they did before. Not because we did something extravagant. Because we noticed.

The details people don't expect are the ones they remember.

The best hospitality rarely announces itself. It simply makes people feel at home.

Principle No. 4

Consideration Is Luxury.

Luxury isn't excess. Luxury is feeling understood.

It's someone remembering your favorite order. It's finding exactly what you hoped would be there. It's opening a package and realizing someone cared about every detail. It's the quiet confidence that comes from knowing something was designed with intention.

Anyone can sell products. Our job is to make people feel considered.

Reflection

Where can we replace convenience with care?

If there is an opportunity to make someone feel seen...Take it.

Thoughtfulness is remembered long after convenience is forgotten.

CHAPTER 4

The Privilege of Being a Curator

Long before someone trusts our recommendations... They trust our judgment. That trust is our most valuable asset. It cannot be bought. It cannot be manufactured. It is earned through thousands of thoughtful decisions, many of which no customer will ever see.

At Crunchy Mom, no one simply works here. Every person who joins this company becomes a Curator. Not because they organize products. Because they protect standards.

A Curator understands that every choice communicates something about who we are.

The product we say yes to.

The partnership we decline.

The email we send.

The shelf we straighten.

The playlist we choose.

The way we greet someone walking through our doors.

The handwritten note tucked inside a package.

These aren't separate tasks. They're expressions of the same philosophy.

Being a Curator means understanding that no detail is beneath you because no detail is beneath the brand.

Our customers trust us to edit the world on their behalf. To discover what they don't have time to discover. To eliminate the noise. To save them from compromise. To introduce them to something that genuinely makes their life better. That responsibility should never be taken lightly.

The easiest thing to do is add more. A Curator knows when to hold the line.

We are not trying to become the biggest. We're trying to become the most trusted.

That means saying "no" far more often than we say "yes."

Because every product that enters our world either strengthens our Standard... or weakens it.

Every decision leaves a fingerprint. Choose carefully.

Principle No. 5

Protect the Trust.

Customers don't remember every product they purchased.

They remember how consistently we made good decisions for them.

Trust is built long before it's noticed. And it's lost long before it's acknowledged.

Protect it relentlessly.

Reflection

Would this decision make someone trust us more?

If the answer isn't yes... It's not the right decision.

We don't add to the noise. We edit it.

CHAPTER 5

The Standard

A standard isn't a list of rules. It's a promise you keep when no one is watching.

Every day, we make hundreds of decisions. Most people don't notice them. Our customers don't see the products we declined. The partnerships we passed on. The packaging we redesigned. The brands that never made it to our shelves.

They only experience the result.

Over time, that consistency becomes trust. And trust becomes our greatest competitive advantage.

At Crunchy Mom, we don't make decisions based on trends. We don't chase what's popular. We don't believe more is better. We believe better is better.

Every decision we make should reflect the life we're helping people build. Because we aren't curating products. We're curating possibilities.

Our Standard

When something new crosses our path, we don't ask, *"Will it sell?"*

We ask...

Does it feel authentic?

Can we sense the intention behind it?

Or is it trying to be something it isn't?

Authenticity always lasts longer than hype.

Would we proudly recommend it to the people we love?

Not because we're obligated to. Because we'd genuinely want them to experience it.

If we wouldn't share it with our own family... It doesn't belong here.

Does it earn its place?

Shelf space is earned.

Attention is earned.

Trust is earned.

Every product should justify why it belongs. Not simply because it's good. Because it's right.

Does it make everyday life more thoughtful?

The smallest choices often shape the biggest outcomes. We're looking for products that quietly improve someone's day.

Emotionally. Physically. Socially. Or simply by bringing a little more joy to an ordinary moment.

Will someone still appreciate this five years from now?

Timeless beats trendy. Always.

More Isn't More

Anyone can fill a shelf. Anyone can launch another product. The difficult work is deciding what doesn't belong.

We would rather have five hundred products that each earned their place... Than five thousand that simply filled space.

Because every addition changes the story we're telling. Growth should never dilute trust.

Intuition Is Earned

People often say, *"Go with your gut."*

We agree.

But we also believe your instincts are shaped by what you repeatedly expose yourself to.

Curiosity sharpens intuition. Travel broadens perspective. Great hospitality raises expectations. Thoughtful design teaches discernment. Conversations create empathy. Motherhood deepens responsibility.

The more intentionally we live... The better our judgment becomes.

That's why we never stop learning. Because better judgment creates a better Standard.

Principle No. 6

Live the Standard Before You Share It.

We cannot curate a lifestyle we don't believe in.

That doesn't mean perfection. It means authenticity.

Health and indulgence. Discipline and joy. Ambition and presence.

We believe in living full, not perfectly.

The products we share should reflect a life we would genuinely choose for ourselves.

Reflection

Before saying yes, ask yourself:

Would I confidently hand this to my daughter one day—without explanation or hesitation?

If the answer is yes... You're probably protecting the Standard.

We measure our success by how people feel long after the product is gone.

CHAPTER 6

Beyond the Transaction.

A transaction lasts a moment. A feeling can last a lifetime.

Every business sells something.

A product. A service. A solution.

But the best businesses understand that what people remember isn't what they purchased. It's how they felt because of it.

At Crunchy Mom, we believe every interaction has the potential to leave someone better than we found them.

Not dramatically. Not overnight. But through small moments that quietly shape a better day.

A drink that replaces an old habit.

A snack that provides lasting energy before an important meeting.

A thoughtful discovery that sparks curiosity.

A product shared between friends.

A moment of feeling seen.

These aren't just purchases. They're little wins. And little wins have a remarkable way of becoming bigger ones.

We Don't Sell Products.

We sell confidence. Curiosity. Discovery. Energy. Comfort. Hospitality. Connection.

Products are simply the vehicle.

Our real work begins after someone walks away. When they reach for that drink instead of another. When they tell a friend, *"You have to try this."* When they begin paying attention to ingredients. When they discover a founder they've never heard of. When they realize thoughtful choices can also be enjoyable. When they leave, believing they deserve products made with more intention. ***Those moments cannot be measured on a receipt. But they're the moments we exist to create.***

Better Looks Different for Everyone

Better isn't one definition.

For someone leaving a workout... Better may be recovery.

For a nurse finishing a twelve-hour shift... Better may be comfort.

For a parent grabbing something between errands... Better may be convenience without compromise.

For someone sitting beside a hospital bed... Better may simply be feeling cared for.

Our responsibility is not to decide what "better" should mean. Our responsibility is to meet people where they are and offer them a more thoughtful choice.

Curiosity Is the Beginning

If someone leaves with only one product...

We hope they leave with something else. A question.

"What else have I been missing?"

Curiosity changes behavior. Behavior changes habits. Habits shape identity.

Sometimes the smallest discovery becomes the first step toward a more intentional life.

If we've inspired someone to keep exploring... We've done our job.

Success Isn't Measured at Checkout

Sales matter. Growth matters. Profit matters. They allow us to continue serving more people. But they are not our purpose.

Success means nothing if our products don't leave people feeling better than they were before they found us.

If someone feels healthier...

More energized...

More inspired...

More connected...

Or simply a little more cared for...

Then we've created something far more valuable than a sale. We've earned trust.

Principle No. 7

Leave More Than a Product.

Leave someone feeling seen.

Leave someone feeling curious.

Leave someone feeling energized.

Leave someone feeling hopeful.

Leave someone believing thoughtful living is more accessible than they imagined.

Because long after the product is gone...

The feeling remains.

Reflection

Ask yourself:

What will still be true after this product has been consumed?

If the answer is "nothing"... Keep looking.

Life isn't changed by one perfect decision.

It's shaped by thousands of thoughtful ones.

CHAPTER 7

Becoming

The person you're becoming is built by the choices you repeat.

We don't believe life changes because of one extraordinary moment. We believe it changes because of thousands of thoughtful ones.

One better decision. One better conversation. One better ingredient. One better recommendation. One act of hospitality. One little win.

Those moments compound. They become habits. Habits become identity. Identity becomes a life.

That is what we're really building. Not shelves. Not markets. Not products.

A place that quietly supports the life someone is already trying to create.

We Hope...

We hope someone feels nourished after a difficult day.

We hope someone shares a drink with a friend.

We hope a busy parent feels seen.

We hope curiosity becomes confidence.

We hope thoughtful choices become easier.

We hope people stop settling.

Not because we told them to. Because we made something better easier to reach.

The Future

We don't know exactly what Crunchy Mom will become.

Maybe it's markets. Maybe it's hospitality. Maybe it's products of our own. Maybe it's places people gather. Maybe it's ideas we haven't imagined yet.

The format doesn't matter. The Standard does.

As long as we continue earning trust...

Celebrating curiosity...

Protecting thoughtful living...

And creating little wins...

Crunchy Mom will always feel like Crunchy Mom.

Principle No. 8

Build Something Worth Protecting.

Success isn't measured by how large we become.

It's measured by how faithfully we protect what made us special in the first place.

Never outgrow your values, never sacrifice trust for growth and most of all never ever stop being curious.

Reflection

Years from now...

Will this decision make the next generation proud to carry this Standard forward?

The world doesn't need more things.

It needs more thoughtful choices.

We believe thoughtful choices create little wins.

Little wins create momentum.

Momentum shapes habits.

Habits shape identity.

And identity shapes a life.

That's why we curate.

Not to change who people are.

But to support who they're becoming.



Protect the Standard.

—

Amanda Fleming

Founder & a proud Crunchy Mom