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By [author]

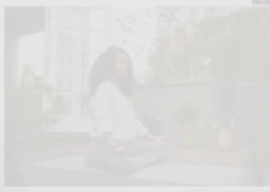


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**Chef Emily D. Edwards: "Keep your focus on one product"**

Keep your focus on one product. Most start-ups have an incredible vision and a fantastic idea: It's going to be phenomenal, and we have a plethora of ideas and features that are going to be in this start-up. Focus only on the core product or business, the Most Viable Product, get that up and running! [...]

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**BLACK OWNED ENTREPRENEUR**

MEET THE WOMAN BRINGING BLACK-OWNED PLANT-BASED DESSERTS TO THE US FOOD MARKET

By [author]



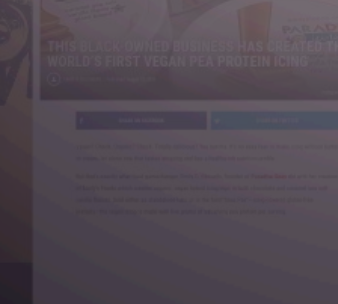
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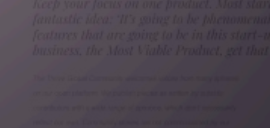
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**9**

PIECES OF COVERAGE:

**15.7M**

ONLINE READERSHIP:

**99.8K**

ESTIMATED COVERAGE VIEWS:

**1.57K**

SOCIAL SHARES:

# Plant-Based Snacks, Drinks and Sauces

(EST.) MONTHLY VISITS: **8.01K**

(EST.) COVERAGE VIEWS: **410**



18



1

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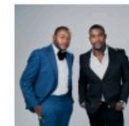
## Paradise Snax, Caramel Sea Salt Vanilla and Grain Free Pretzels

This delicious plant-based dip exudes a calming fragrance with a flavor to match. The ingredients complement each other and create a smooth texture with a touch of sugar. This pea-protein-based snack is perfect for on-the-go. I'm a fan! Also available in chocolate.

Retail price: \$4.25 (individual snack pack) | \$5.99 (tub only)  
Size: 2 oz. | 8 oz.

FOOD & DRINK

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Luxury Experiences  
Allure Champagne  
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FOOD & DRINK

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## This Black-Owned Business Has Created the World's First Vegan Pea Protein Icing

Perri O. Blumberg | Published: August 12, 2020

Instagram / @emilys\_foods



Vegan? Check. Organic? Check. Totally delicious? You betcha. It's no easy feat to make icing without butter or cream, let alone one that tastes amazing and has a healthy-ish nutrition profile.



But that's exactly what food gamechanger, Emily D. Edwards, founder of **Paradise Snax** did with her creation of Emily's Foods which creates organic, vegan hybrid icing/dips in both chocolate and caramel sea salt vanilla flavors. Sold either as standalone tubs or in the form "Snax Pax"—icing-covered gluten-free pretzels—the vegan icing is made with five grams of satisfying pea protein per serving.

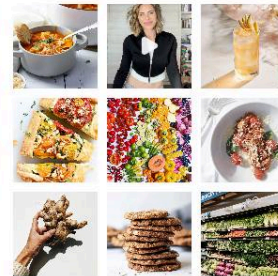


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(EST.) MONTHLY VISITS:

1.17M

(EST.) COVERAGE VIEWS:

45.8K



170



4

Perfect for an afterschool snack or to make just-another-boring muffin more indulgent, the smooth texture of the icing is much like the real deal—hold the animal cruelty and insane amounts of excess sugar. So how did Edwards stumble upon this idea? A former social worker in private practice, Edwards was first inspired to

ENTREPRENEURSHIP HEALTH AND WELLNESS WOMEN

# MEET THE WOMAN BRINGING BLACK-OWNED PLANT-BASED DESSERTS TO THE US FOOD MARKET

by Dana Givens August 3, 2020 2805



Image via Dominic Edwards

Vegan food and plant-based diets continue to gain traction within the U.S. as Americans move to become more and more health-conscious. As more people want to try plant-based substitutes to change their eating habits, one woman became inspired by her journey to lose weight and stumbled upon a new recipe to make a dessert that is both healthy and delicious.

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(EST.) MONTHLY VISITS:

1.51M

(EST.) COVERAGE VIEWS:

6.47K

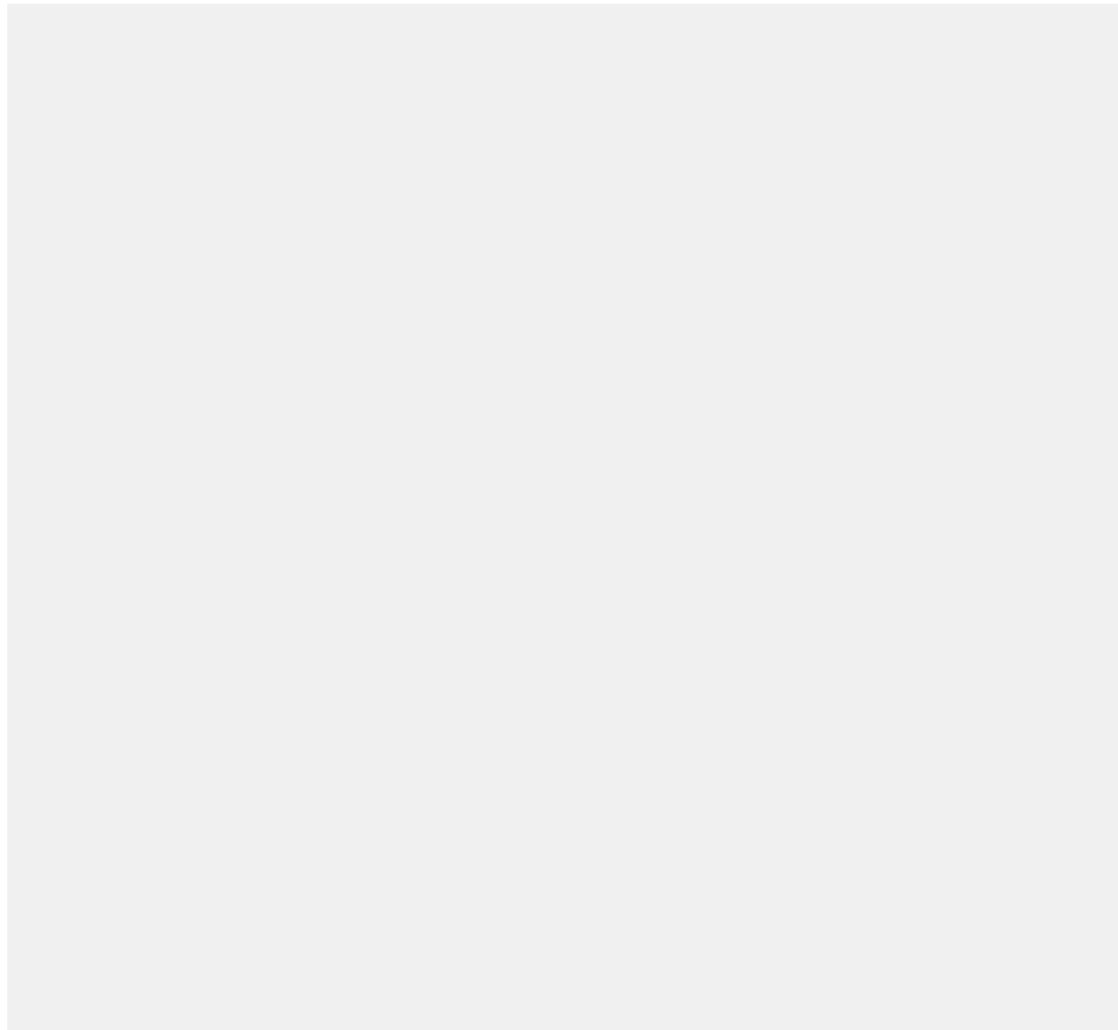
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| 1.1K | 48 | 2 |



# Chef Emily D. Edwards of Emily's Foods: Why You Should Keep Your Focus On One Product



Chef Vicky Colas [Follow](#)  
Aug 11, 2020 · 10 min read





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SEP 13, 2020

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1.1K

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## SHEEN Review: Paradise Snax



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By Thao Vo | September 13th, 2020 | Health, Sheen Magazine, Top Story | 0 Comments



Talk about a paradise vacation! If you're looking for an organic treat to cure that sweet tooth of yours than look no further! Emily's Foods offers these plant-based portein dips that are truly the perfec on-the-go snack! I was automatically intrigued when I first learned about the brand. You're telling me I can get a sweet snack that is healthy?!





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SPECIAL FEATURES

# 45 Black-Owned Wellness Businesses

By [Malia Frey](#) | [Fact checked by Andrea Rice](#) | Updated on October 19, 2020



Goodboy Picture Company / Getty Images

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- [Fitness](#)
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The wellness landscape is changing. In the past, the powerful wellness industry has been marketed primarily to those who are White and affluent. As this bias becomes more evident, awareness among consumers is growing and many are looking for ways to help make the fitness and health space more inclusive.

One way to do this is to support Black-owned wellness businesses. There are, of course, celebrity-owned companies such as [Flawless](#) by Gabrielle Union, or [Fenty Beauty](#) by Rihanna. But there are other lesser-known companies that offer a wide range of diverse services and products.

**Related:** [Why the Wellness Industry Needs to Be More Inclusive](#)

## Fitness

Add flair to your workout wardrobe with styles that celebrate African heritage, learn a new style of dance, or take part in a workout that makes breathwork a central focus by supporting any of these Black-owned fitness businesses.

### DeBlair Fitness and 8Figured

Founded by fitness expert DeBlair Tate, the [DeBlair Fitness](#) empire is

(EST.) MONTHLY VISITS:

10.3M

(EST.) COVERAGE VIEWS:

36.4K



92



3



1



# This woman's plant-based desserts are coming to supermarkets near you



AMA NUNOO | Staff Writer, 2020 at 01:00 pm | OPINIONS & FEATURES, WOMEN OF VALUE

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Emily Edwards operates one of the leading Black owned vegan foods company in the United States. Photo Credit: Instagram

For many Americans and people the world over, healthy dieting is no more an

## TRENDING NOW



Did you know Fred Gray, the 24-year-old lawyer who defended Rosa Parks was also MLK's first-ever lawyer?

BY NII NTREH



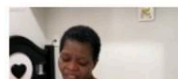
How the last and only black queen of Hawaii was overthrown by the U.S. in the 1800s

BY ELIZABETH OFOSUAH JOHNSON



After 21 yrs, cop who sodomized Haitian immigrant Abner Louima seeks early release due to Covid-19

BY MILDRED EUROPA TAYLOR



Black Brazilian woman enslaved by White family rescued after almost 40

(EST.) MONTHLY VISITS: 669K

(EST.) COVERAGE VIEWS: 3.61K



30



3

**Chef Emily D. Edwards:  
“Keep your focus on one  
product”**

AUG 12, 2020

COMMUNITY // August 12, 2020

# Chef Emily D. Edwards: “Keep your focus on one product”

*Keep your focus on one product. Most start-ups have an incredible vision and a fantastic idea: ‘It’s going to be phenomenal, and we have a plethora of ideas and features that are going to be in this start-up.’ Focus only on the core product or business, the Most Viable Product, get that up and running! [...]*

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By [Chef Vicky Colas](#), CHEF | NUTRITIONIST | ENTREPRENEUR | CONSULTANT at [chefvicky.com](#)

(EST.) MONTHLY VISITS: **2M**

(EST.) COVERAGE VIEWS: **5.76K**



73



1





## THIS BLACK-OWNED BUSINESS HAS CREATED THE WORLD'S FIRST VEGAN PEA PROTEIN ICING

PERRI O. BLUMBERG | Published: August 12, 2020

Instagram / @emilys\_foods

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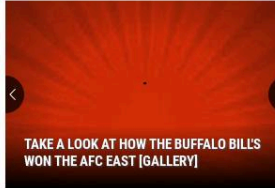
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Perfect for an after-school snack or to make just another bagel ruffin' more indulgent, the smooth texture of

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(EST.) MONTHLY VISITS:

37.6K

(EST.) COVERAGE VIEWS:

277