



6/22/16 – LesserEvil



The rising demand towards healthier foods has created a sea of unique new ways to enjoy our favorite snacks. Lucky for us, one company, within our very own city, has raised the bar on healthy snacking. LesserEvil, one of the top natural popcorn retailers in the country, work and operate right out of Danbury!

LesserEvil creates popcorn like no other. When compared to other top brands across the globe, the LesserEvil Buddha Bowl Popcorn truly shines. Unique traits of this brand begin with the fact that all of their products are 100% organic making them free of chemical residues that conventional popcorn carries. They use an air popping method with raw, unheated coconut and avocado oils to ensure a healthy treat free from unnecessary fats, but still filled with essential nutrients. To top off the popped kernels, LesserEvil uses pure Himalayan salt, a rare and uncontaminated alternative to table salt.

It is no secret that employees work hard to ensure consumers get the highest quality ingredients out of their products. The team is invested in creating healthy, tasty snacks that are not only good for you, but also good for the environment. The standards for ingredients at this company ensure all products to be non-GMO, free from antibiotics, hormones, preservatives, hydrogenated oils and refined salt & sugars. All of the products are vegetarian, and the dairy and eggs that are used are organic and free range. As President & CEO Charles Cristine puts it, "Nothing bad goes in the bag."

Buddha Bowl popcorn is not the only treat you will find from this brand. At LesserEvil, healthy treats come in the form of air-popped "Superbites," baked Chia Crisps, and even cookies! All of the products maintain the balance of being good for you and for your taste buds.

LesserEvil is the recipient of many awards & accolades. In 2012, their Buddha Bowl snacks won first place in the Gluten-Free category at the Connecticut Specialty Food Association's Product Awards Competition. The 100-calorie packs were the 2015 Taste For Life Back to School Award winner. The snacks were also highlighted in Gluten Free & More's magazine and were featured on the Today Show. Most recently, VegNews Magazine named the Bonsai Wasabi popcorn as their favorite vegan snack, stating "The only evil we see here is our inability to stop until we hit the bottom of the bag." We couldn't agree more.

**Danbury is proud to have LesserEvil embedded in our community. It is a small, but strong company that has proven just how far a big idea can take you. Today, these products, that come right out of our humble city, are in stores all over the world. Many cheers to the incredible team!**

Products can be found at Costco, ShopRite, Big Y, Chamomile Natural Foods or you can purchase directly through their website: [www.lesserevil.com](http://www.lesserevil.com)

LesserEvil LLC. is located at 83 Newtown Rd. in Danbury, just a mile from their factory.