

Tasty 100

Each season **Eat With Your Eyes™**
branding agency pick our top 25 brands
from a food and drink sector.

2026 / Issue 01

Brands 01-25

Wellness

Wellness



Industry Insights

Wellness

Welcome to the Tasty 100's wellness issue, diving into the brands that make you feel good and live well. A collection created by Eat With Your Eyes™ design agency; lovers of hot trends, sustainable living and all things tasty.

Say goodbye to the days of grassy health drinks and gummies that wind up collecting dust because you're not quite sure they actually work. The wellness sector of the food and drink industry has grown at an exponential rate in the last couple of years. Health-conscious customers are no longer venturing to specialist health shops to browse the aisles but instead finding trending, cool and effective health products in supermarkets, bars and as part of online subscriptions.

And wellness no longer just means preserving your body, but also your mind. With this comes the idea of community being a direct positive impact on the pressures of everyday living, and how the food and drink industry fosters this.

This chosen collection of wellness brands that we see on the up-and-up creates a sense of ease and joy around looking after yourself.

In this issue... explore our pick of 25 wellness brands and read our case study all about our recent partnership with local charity Food etc.

Creative Team: Steve Oakey, Creative Director & Head of Creative Team / Jackie Maddocks, Senior Designer / Emma Di'luorio, Middleweight Designer.

Copy: Chloe George, Account Manager. **Artwork:** Steve Humber, Managing Director.

Barebells

Protein-enriched snacks that never compromise on flavour.

barebells.co.uk

Bio & Me[®]

Gut-loving granola from Dr Megan Rossi.

bioandme.co.uk

BOUNDLESS[®]

Gut happy snacking made easy.

weareboundless.co.uk

DONE

Get all of your 5 a day in one meal.

donefood.co.uk

equip

An alternative to whey and plant; beef protein foods.

equipfoods.com

Farmyard

Frozen ready meals
direct from the farm.

farmyardfinedining.com

Feel

Female focused vegan
supplements that
make a difference.

wearefeel.com

GOODRAYS[®]

CBD and magnesium
based drinks for the
power of calm.

goodrays.com

FRIVE

Real food delivered,
for a healthier you.

frive.co.uk

HEEY!

Vegan supplements that
are both functional
and flavourful.

itsheey.com

HEIGHTS

Smarter supplements for
a simpler vitamins shelf.

heights.com

HOLY

Great taste. Zero sugar
soft drink powders.

uk.holy.com

Islands CHOCOLATE

Ethical barista-quality
hot chocolates.

islandschocolate.com

JUNDAY®

Bamboo-infused,
antioxidant-rich
drinks for great skin.

junday.com

KIANO

Premium superfood
blends for healthy
smoothies.

kianolife.com

Make time

Daily brain support,
designed for women.

maketimewellness.com

MATCHA MATCHA

Matcha made with
experience in mind.

matchamatchauk.com



MUSHROOM CULTURE

Functional and gourmet
mushroom products.

mushroomculture.co.uk

POPPLAYS®

Sugar-free vitamin and
electrolyte drinks for
daily hydration.

popdays.co

planthood

Wholefood, plant-based meal
kit with chef-made sauces.

planthood.co.uk

MOJU®

Health shots to kick
start your day.

mojudrinks.com



Organised

One daily serving of
whole food nutrition.

organised.co

OMNOM

Soul nourishing food &
wellness centre.

omnom.com

REVIVAL

Hydration powders
outperforming traditional
electrolytes.

revivalshots.com

spacegoods®

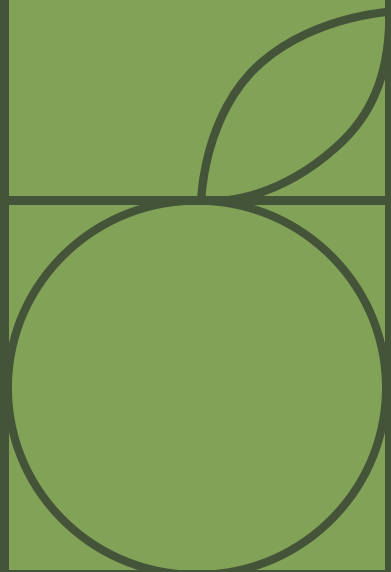
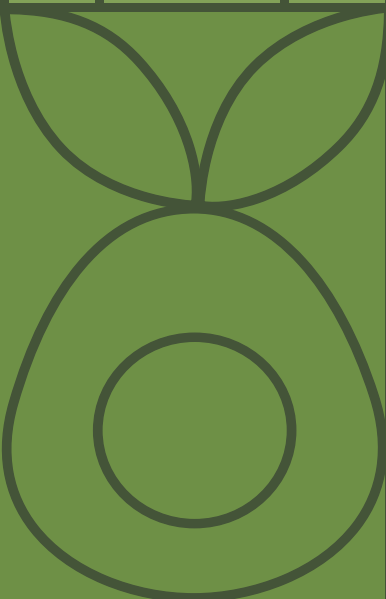
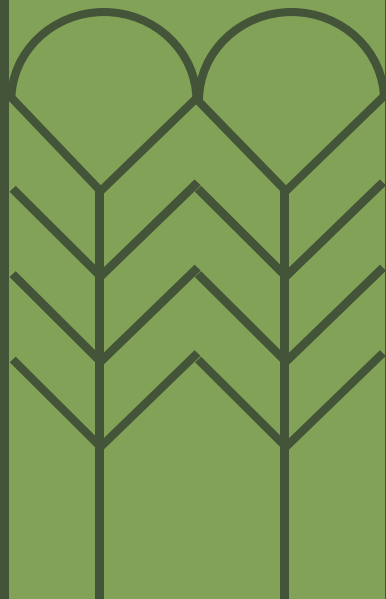
Blending your favourite
coffee with adaptogens
for focus and energy.

spacegoods.com



Our partnership with

Food etc





Eat With Your Eyes™ are partnered with Food etc, a CiC charitable organisation helping to tackle food poverty for local disadvantaged communities. Our work for Food etc aims to bring more eyes to the cause through video, social and communication content.

Combining our CSR initiative, our passion for a great cause particularly involving food and nutrition, and our wide creative skill set; Food etc came to us with the perfect opportunity to enhance their communication resources.

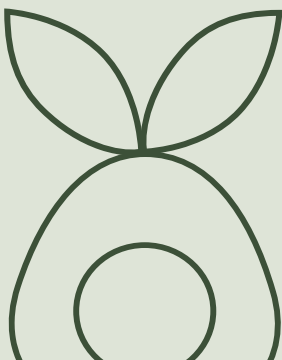
After conversations to understand the CiC as a whole, we took part in one of their corporate targeted workshops to really dig deep into the initiative and what's a better way to do that, than experience it ourselves? Food etc offer culinary workshops to corporate companies to in turn help fund the charitable aspects of the organisation.

Food etc Director, Julie Clay explained; "While in our heads we knew how we wanted companies to see our corporate cooking workshops, we needed expert help to distil this into compelling messages and a name that would resonate."

The making of the video...

A stumbling block Food etc were facing was the differentiation between corporate workshops and their charitable workshops – effective messaging and video content were needed to advertise the benefits of corporate workshops to companies. Planning to film the workshop we took part in allowed us to capture the experience with a team happy to be on camera.

While developing ideas ahead of shooting, we quickly pinpointed the energy ►



Watch
the video



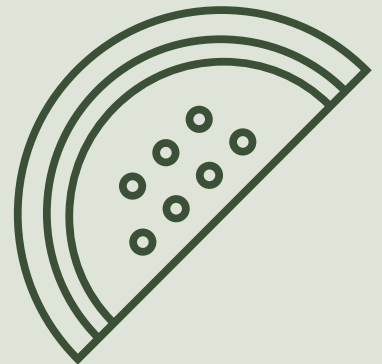
Food etc wanted to evoke; warmth, fun, an inviting experience. With this in mind, we shot close in on participants, catching candid moments of laughter, teamwork and the enjoyment of preparing the meals. The corporate workshop doesn't just aim to inspire with easy recipes, but also encourages camaraderie. Julie appreciated our understanding of their initiative, explaining; "Eat With Your Eyes™ have been brilliant. They really get what we are trying to do and wanted to experience it for themselves rather than just talk and write about it which was a real advantage." Detailed shots of food, while still captured, were secondary to the team building and social interaction. These clips were seamlessly edited together with vox-pops from participants, our director and Food etc's founder to tell the whole story.



“We are very grateful for the support from their highly skilled and extremely easy to work with team.”

The messaging...

Strong visuals are imperative to hooking an audience in, but this needs to be backed by clear and direct messaging. After experiencing the workshop, we brainstormed some new names to really encapsulate the offer. After providing a handful of our strongest ideas, the name The Team Building Kitchen was chosen. From here, we were able to work on a full positioning with messaging and communication style for the workshop; ready for Food etc to use in conversations with companies. Paired with the video that featured the new name, and Food etc's existing branding; the CiC had a cohesive and visually appealing proposition to move forward with.





The Team Building Kitchen

Eat good. Do good.

Pop on an apron and get cooking with your team.

Learn easy-to-make, healthy dishes and come together to share your creations. Food etc provides the kitchen, the recipes, the ingredients and the guidance. You get to team build and cook-up some great CSR and social content.

And you help to fund the voluntary work of **Food etc** – a CiC charitable organisation committed to tackling food poverty for local disadvantaged communities.



Book for your team today!
www.foodetc.org.uk

Bio & Me [®]	BOUNDLESS [®]		DONE
equip	Farmyard		
Feel	FRIVE	MOJU [®]	REVIVAL
	planthood		HEEM!
spacegoods [®]	Make time		JUNDAY [®]
Islands CHOCOLATE			
HEIGHTS	 Organised	KIANO	
		OMNOM	MATCHA MATCHA
LOPLAYS [®]		Barebells	GOODRAYS [®]

**Tasty
100**

Tickled your taste buds?

Fancy a coffee? [Get in touch](#)

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