

Steel City Pops Launches Cookie Pops with The Joyful Food Co.

New Cookie Pop Coming to SCP

STEELCITYPOPS

Homewood, Jun 3, 2020 (Issuewire.com) - Steel City Pops is excited to announce a collaboration with The Joyful Food Co to create a new Cookie pop for Steel City Pops. SCP is very excited to be working with the Joyful Food Co, Alabama's only gluten-free and paleo-friendly food company.

"In January of 2015, Elizabeth opened Consider it Joy Baking with a KitchenAid mixer, an oven and a dream to sell healthy baked goods that tasted great. Years earlier, her family made drastic dietary changes in order to address some persistent health problems. It was a struggle at first, but she was determined to find a way to make this new lifestyle delicious.... maybe even fun. Experimenting with new ingredients and recipes, she learned to make muffins, cupcakes, cookies, and crackers that were delicious, and more nutrient-dense than any of their grain-filled counterparts. The most surprising part was the passion that was growing to help other people make healthy choices. Six months in, she realized the demand for delicious, Paleo prepared meals and set out looking for someone to implement them. Elizabeth found Rebecca, who had come into this lifestyle for similar reasons--to improve her family's health. Rebecca's meals quickly became just as popular as the baked goods and soon Rebecca became a co-owner. As it became clear that we were no longer just a bakery, we re-branded as The Joyful Food Co. in January of 2017. We have just opened our second location in Crestline and look forward to working with SCP on other pop flavors in 2020" stated Elizabeth Wood, Founder & Co-owner of Joyful Food Co. and Rebecca Wanagat, Co-owner & chef of Joyful Food Co.

We chose The Joyful Food Co. because of their choice to use all-natural ingredients in their food preparation. At Steel City Pops, we use all-natural ingredients in each of our Pops. We locally source our ingredients to ensure freshness and that the quality of our product exceeds expectations always. Joyful Food Co. and SCP both believe in making fresh gourmet products for our customers and that's why this

partnership is going to be so great," stated Pete Srodoski, CEO of Steel City Pops.

Our Cookie Pops will be sold in all 12 locations across Alabama, Kentucky, and Texas. The flavors "popping" up beside a Cookie pop are Banana Pudding and Chocolate Brownie pops.

Our classic pops will now be sold at The Joyful Food Co. stores located in Birmingham, AL. In addition, SCP will be selling Joyful Food Co.'s Granola in our Summit, AL location starting June 5th as well. The new flavor pops will be available starting Friday, June 5th. Stop in and grab a sweet treat!



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Source : Steel City Pops

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