

Gordon Ramsay's Future Food Stars: Where to buy the contestant's products

Bola Adegbenro - Jitterbug: Jitterbug.life



Bola Obileye

Presenters & Brands | Presenters

Press

Bola Adegbenro is a health coach hailing from Hertfordshire. In 2016, after a recent health scare, she decided to ditch sugary soft drinks, instead blending her own alternatives at home. What she concocted was an apple cider vinegar seltzer. And in 2019, Jitterbug was born.

This premium seltzer soft drink brand merges real fruit juice with apple cider vinegar, and the website says that there's no sugar, no artificial sweeteners, no artificial flavourings and "no nasties". The drinks are sold in packs of 5 or 12, and there are three different flavours on offer: orange jive apple cider vinegar seltzer (from £14.40, Jitterbug.life); lemonade swing apple cider vinegar seltzer (from £14.40, Jitterbug.life); or berry hop sparkling apple cider vinegar seltzer (from £14.40, Jitterbug.life). You can also buy the cans on their own from Holland & Barrett (£2.29, Hollandandbarrett.com).

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HOME

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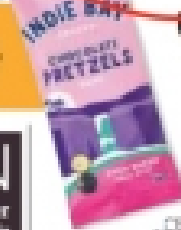


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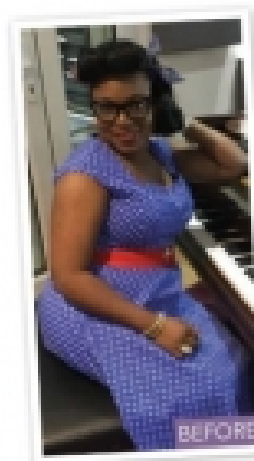
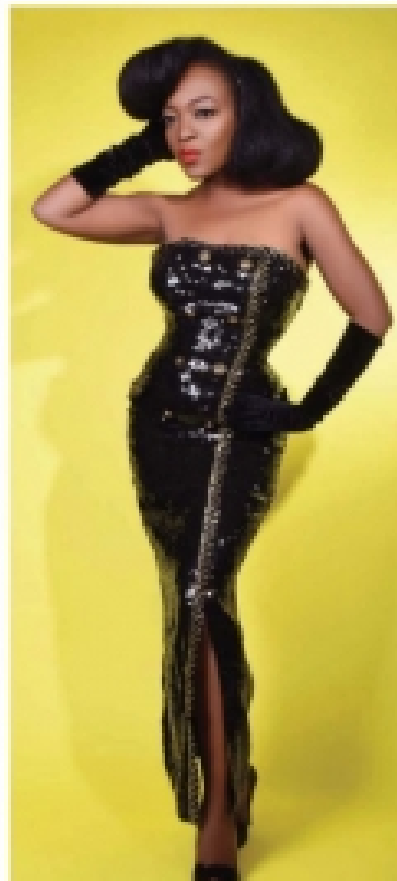
HEALTHY
180°

I've gone from DRAB TO FAB!

Mollie Obileye, 45, from London, credits the ketogenic diet and being more active for helping her lose almost four stone.

I DIDN'T ALLOW myself to admit I was getting fatter. I told myself I didn't have a problem, even though my size put a huge dent in my confidence, because I didn't think it was something I was capable of addressing. But my body had other ideas. It started to reject the junk food and fatty drinks I had become dependent on. I'd have episodes of coughing and choking and whatever I'd just consumed came back up in my chest and splattered out of my nose! Acid reflux was ruled out because it didn't hurt, but it became difficult

being able to sleep. My doctor pointed to something seriously wrong. I was convinced I had cancer and was going to die. In February 2016, I had an endoscopy and while I waited for results, it hit me that I only had one body and I'd been abusing it for years. I had taken my health for granted and realised that I would do better for myself. I decided I would fix my life. Fortunately the endoscopy came back clear, but I was diagnosed with a hiatal hernia, which is when the upper part of your stomach pushes into the chest due to a weakness in the diaphragm. "There was no



lifestyle changes in obesity was a causal factor. It had never felt more frustrated.

A friend suggested I try the ketogenic diet, or as it came to call it, the Hallelujah diet (high fat, low carb, the diet is rich in avocados and low carb vegetables but cuts out processed sugar and alcohol). I'm Nigerian by birth and a lot of the food we enjoy is carb dense, but the ketogenic diet helped me discover food outside my comfort zone. It helped me learn about combining ingredients in sustainable, healthy and effective ways. In three months, I went from 17st 2lbs to 14st 8lbs. I realised the way I used to eat was able to put me ill in a period where it was the wrong fuel and no wonder I felt so lousy.

A NEW CAREER IN FOOD I became so curious about nutrition that I decided to study at The Health Sciences Academy and became an Advanced Clinical Weight Loss Practitioner, then went onto study further at the College of Naturopathic Medicine, where I qualified as a health coach and diet. In the years since then, I've maintained a healthy weight thanks to having a deeper understanding of nutrition.

With a spring in my step, many friends asked for my secret and I wanted everyone to feel how I felt so I quit my job as an IT consultant and launched The Skinny Cook ([theskinnycook.com](http://www.theskinnycook.com)) selling 100 per cent natural, non-sweetened, healthy value meals made with flavoured and coconut flour, and apple cider

'I used to berate myself but now I'm kind to myself and have space to focus on the things I want to achieve.'

MOLLIE'S STATS

Height: 5ft 2ins
Weight Before: 17st 2lbs, size 16-18
Weight now: 14st 8lbs, size 10

OLD DIET

Breakfast: White bread chicken sandwich, chocolate bar, muffin and coffee.
Lunch: White rice with chicken and vegetables. Another muffin.
Dinner: Beef, potato and rice stew.
Snacks: Several chocolate bars and fatty drinks throughout the day.

NEW DIET

Breakfast: Chia pudding soaked in almond milk, with berries.
Lunch: Jerk marinated tolu salad with cheese.
Dinner: Keto salad with apple cider vinegar.
Snacks: Protein balls, coconut oil, nut butter.

Current fitness routine Monday - 10k to 15 miles Friday - Power walk, 10 miles Dinner and wine



vinegar based drinks. I know these are a million miles away from what I used to eat, but I had to eat! I also run, walk, swim and do Pilates sessions.

These days I have a new found friend, and I used to berate myself but now I am kind to myself. Now that I don't fill my mind worrying about how to look, I can focus on the things I want to achieve. I've always loved to sing and dance but used to be too shy. Now I sing in a gospel choir and swing dance in a group called Sugar Feet.

I walk everywhere, too. Sometimes, it's a challenge, power walk. Other times, I go to walks where I meet world travel buddies. People say things happen to us, but I think they happen for us. My health scare was the most beautiful thing that could have happened because it brought a whirlwind of positive change and helped me discover who I'm capable of being. "I had never felt more frustrated."

Bola Obileye

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best

Mattie Okiles's lifestyle was making her ill. After a health scare, she made herself a promise and changed her life.

I've found my fabulous!

Sitting down for a family meal, I'd only had a few mouthfuls of rice, when I felt like the food was stuck in my throat. I couldn't swallow. My husband, Brian, sat, jumped up and started slapping me on the back. I coughed and spluttered as my children, Tobi, now 16, and Paul, now 10, looked on in horror.

"What's wrong, Mami?" I coughed, frightened, but I couldn't breathe. After a few minutes of coughing, my blood came up through my nose. I was so shocked, I could barely whisper: "I'm ill."

But days later, I had to wonder if there was more. Especially when I happened again while sleeping in November 2016. Since it was happening so often, I was beginning to lose hope.

But weeks later, I started losing a doctor. I had to stop seeing him because he'd moved out of town. I was so worried, I went to a specialist for me. It happened again. It was definitely not ill.

My GP worried that being unable to keep food down could point to something serious. There could be things like diabetes, he explained. "It's usually kept silent until it's almost advanced."

At the appointment and I was glad because I didn't think I was capable of anything. I was capable of anything. I told myself that I would be fine. But whatever was wrong with me was beyond my control. But I was terrified I was going to die and leave my family behind.

In February 2018, I had an endoscopy and while I waited for the results, I thought about my life. It felt like I had been living in a fog. Thinking about the things that made me feel alive: my family, my friends, my work.

I had to stop seeing a doctor because he'd moved out of town. I was so worried, I went to a specialist for me. It happened again. It was definitely not ill.

I joined a gym and started to exercise. I was so motivated and determined

Before
I lost 21lbs



Use the **power of** **your** **mind** **to** **lose** **weight** **and** **live** **your** **best** **life**

to living healthily and happy in my environment. That, within four months, I lost over 21 lbs.

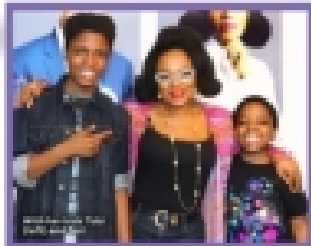
Being so motivated and determined during that time in my life, I felt like I was going to do whatever it took to get my life back on track.

When I started to exercise, I felt like I was going to do whatever it took to get my life back on track. I felt like I was going to do whatever it took to get my life back on track.

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Now
I'm 71lbs



'I no longer hide from view, but rather embrace my body'

A letter understanding of my condition led me to a healthy weight, and I started the ketogenic diet. Instead I made sure I ate small portions of protein, some organic food and healthy fats like avocado. I also started wearing a watch to track my heart rate and sleep.

Instead of hiding from view, I no longer hide from view, but rather embrace my body. I have space to breathe the things I want to do. I'm no longer hiding from view, but rather embracing my body, my life and my knowledge. I have space to breathe the things I want to do. I'm no longer hiding from view, but rather embracing my body, my life and my knowledge.

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Typical day, before

BREAKFAST Whole bread, full-fat margarine, processed ham, maple and coffee

LUNCH White rice with chicken and vegetables, chicken milk

DINNER Beef, potato and rice

SNACK Chocolate, fatty drinks

...and after

BREAKFAST Omelette, avocado, tomato, whole tomatoes and cucumber

LUNCH Fish, cucumber, tomato, carrot

DINNER Beef, potato and rice

SNACK Protein, apple, carrot

Will women-led start-ups power the UK's post-Covid recovery?



Mollie Obileye, co-founder of **Jitterbug** drinks, which makes sparkling apple cider vinegar seltzers, told *Speciality Food* she was “driven by passion to fill the world with food goodness following a health scare”.

Over a third of women are considering supplementing their income through a ‘side hustle’, while 14% are reconsidering their current job as a result of the pandemic.

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Will women-led start-ups power the UK's post-Covid recovery?



Almost a fifth of women are currently considering starting their own business in what [Small Business Britain](#) says signals a potential wave of new female-led start-ups.

Two-fifths of women (42%) said they were motivated to think about starting a business out of a passion, according to the research, commissioned to mark [International Women's Day](#) on 8th March. Passion is a common driver cited by women in the food and drink sector. Mollie Obileye, co-founder of [Jitterbug](#) drinks, which makes sparkling apple cider vinegar seltzers, told *Speciality Food* she was "driven by passion to fill the world with food goodness following a health scare".

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SPOTLIGHT ON: START-UPS

Recent research has revealed that more women and young people will be starting new businesses post-pandemic, and the food and drink industry is likely to be a major area of interest.

Women will power the UK's post-Covid recovery

BOLE OBILEYE, CO-FOUNDER, JITTERBUG
LEMONADE SWEETENERS

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LEMONADE SWEETENERS

KATE LINDSEY, FOUNDER, BLACKBERRY COTTAGE

BOLE OBILEYE, CO-FOUNDER, JITTERBUG
LEMONADE SWEETENERS

BOLE OBILEYE, CO-FOUNDER, JITTERBUG
LEMONADE SWEETENERS

Meet three female founders...

BOLE OBILEYE, CO-FOUNDER, JITTERBUG
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3 WAYS START-UPS ARE TRANSFORMING THE FOOD SECTOR'S SHARED FUTURE

1 THEY'RE READY FOR THE NEW NORMAL
Covid-19 has accelerated the digitalisation of the food and drink sector, and start-ups have been the quickest out of the starting blocks.

3 THEY KNOW HOW TO PIVOT
Quick thinking has helped start-ups not just survive Covid, but thrive during the pandemic.

2 THEY HAVE NEW CONSUMER INSIGHTS
"We've had more than 100% growth in our sales since we started."

Gen Z is behind a boom in new food start-ups

Young people have been disproportionately affected by the pandemic, but embracing entrepreneurship has created a wave of new food businesses.

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BBH LOVES

Pure Pop
Apple cider vinegar has 101 health benefits: from anti-diabetic effects and lowering cholesterol to aiding digestion and warding off colds – but perhaps most famously, beyond glugged gallons of the stuff to help her drop a dress size in the run-up to filming *Orange Is the New Black*, Khloé Kardashian is taking center stage in a slight's range of soft drinks from Mark-founded company Alltrug (\$2.99 each). They are 100 per cent natural and blended with English botanicals and exotic superfoods to make a health drink that is as easy on our taste buds as it is on our health. We'll drink to that.



Pearly Pills
We're pimping up our grins with Whitening Toothpaste Tablets (\$2.99) from eco brand hello. A plastic-free alternative to traditional pastes, these earth-kind tablets are flavoured with natural peppermint and tea tree to gently whiten teeth, remove plaque and freshen breath. Now that's something to smile about.

Inside Out
Eczema can often be maddening in black skin – get research suggests melanin-rich tones are more likely to suffer from the condition. Want to ditch the itch? Pellamex – a new ingestible supplement – has got the health world abuzz thanks to its boost of flaxseed production. This is a key amino acid found to strengthen and restore a healthy barrier function in the skin from the inside-out, science tests found a 48 per cent improvement in

Health

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OUR STORY
SUNNY ISLE JAMAICAN BLACK CASTOR OIL SEEDS ARE GROWN AND THE OIL EXTRACTED BY FARMERS IN

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