

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

Bola Adegbenro - Jitterbug: Jitterbug.life



Bola Obileye

Presenters & Brands | Presenters

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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).

FREE METRO

HOME

LOOKING GREEN
 Green is a beautiful and functional color for your home. It's a color that's been shown to reduce stress and anxiety, and it's a color that's been shown to improve your mood. It's a color that's been shown to be a natural mood elevator. It's a color that's been shown to be a natural mood elevator. It's a color that's been shown to be a natural mood elevator.

SOFT DRINKS (IN)
 Soft drinks are a popular choice for many people. They're a quick and easy way to get a drink, and they're often the only option available. They're a quick and easy way to get a drink, and they're often the only option available. They're a quick and easy way to get a drink, and they're often the only option available.

MILKING IT
 Milk is a healthy and nutritious drink. It's a good source of calcium and protein, and it's essential for strong bones and teeth. It's a good source of calcium and protein, and it's essential for strong bones and teeth. It's a good source of calcium and protein, and it's essential for strong bones and teeth.

SHACK ATTACK
 Shacks are a popular choice for many people. They're a quick and easy way to get a drink, and they're often the only option available. They're a quick and easy way to get a drink, and they're often the only option available. They're a quick and easy way to get a drink, and they're often the only option available.

AYRTON
 Replacing beautiful timber windows & doors, beautifully

SOFFY
 Soffy is a popular choice for many people. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available.

CELEBRATES VEGANISM WITH VITRULOUS HOMEWARE, FOOD AND DRINK

BARRED LUNCH
 Barred lunch is a popular choice for many people. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available.

SET THE BAR
 Set the bar is a popular choice for many people. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available.

WEEK OUT
 Week out is a popular choice for many people. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available. It's a quick and easy way to get a drink, and it's often the only option available.

The HOT List

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TOP Santé

GOOD HEALTH STARTS HERE

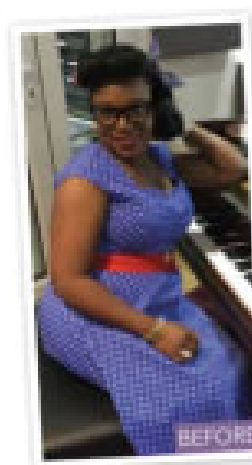
180°

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 just thought I didn't have a problem, even though they are just a huge part of my confidence, because I didn't think it was something I was capable of achieving. For my body had other ideas. It wanted to reject the junk food and fatty drinks I had become dependent on. It then started coughing and choking and whatever I'd put consumed came back up at me now! And when we talked and because it didn't hurt, but it became difficult

being unable to sleep had become painful 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, a bit of me broke. Not only my body and I'd been sitting for 16 years. I had felt my health be ignored and worried 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 Stage B colonitis, which is when the upper part of your stomach pushes into the chest due to a weakness in the



lifestyle changes as obesity was a causal factor. I had never felt more motivated. A friend suggested I try the ketogenic diet, so as I came to work, the diet is mainly proteins and low carb vegetables but cuts out processed sugar and alcohol. The Nigerian herbs and a lot of the food are easy to cook at home, but the ketogenic diet helped me discover food outside my comfort zone. It helped me learn about combining ingredients in sustainable, healthy and healthy ways. In four months, I went from 21st (20st to the 16st). I realized the way I used to eat was able to put me back in a pinch zone – it was the wrong fuel and no wonder I felt so heavy.

A NEW CAREER IN FOOD I became so excited about nutrition that I decided to study at The Health Science Academy and became an Advanced Clinical Weight Loss Practitioner. They were very busy for the College of Naturopathic Medicine, where I qualified as a health coach and dietitian. In the years since then, I've experienced 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 started everyone to feel how I felt so I split my job as an IT consultant and started The Skinny Cook (www.theskinnycook.com) selling 100 per cent natural, convenient, healthy, healthy value meals made with focused and consistent focus and application.

"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: 13st 2lbs, size 18-20
 Weight now: 10st 10lb, size 10

OLD DIET

Breakfast: White bread toaster sandwich, chocolate bar, coffee and coffee.
Lunch: White rice with chicken and vegetables, another coffee.
Dinner: Beef, paprika and rice.
Snacks: Several chocolate bars and flapjacks throughout the day.

NEW DIET

Breakfast: One poached egg on a small piece of toast, with spinach, milk, with berries.
Lunch: One chicken breast, salad with cheese.
Dinner: One piece of salmon with apple cider vinegar.
Snack: Protein balls.

Current Keto recipe Monday, Feb 10 to 12 Feb Friday, March 10th to 12th. Recipe and more.



stronger food drinks. I know that as a woman where my kids were born from school asking for that breakfast when I take my ordinary vitamins and those things when. These days I have a more focused mindset and I used to berate myself but now I am kind to myself. Now that I don't do all this stuff, my energy about how to feel myself from now, I have space to 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 every time in a gospel choir and every time in a gospel choir. I sing in a gospel choir. I walk every where, too. Sometimes, it's a challenge, power walk. Other times, I go to walk when I can't walk. I would have hated a taxi. People say things happen to us, but I think they happen for us. My health now 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.

best

Nattie Obileye's lifestyle was making her ill. After a health scare she made time for a promise and changed her life.

I've found my fabulous!

Sitting down for a health check, I'd only had a few minutes of life, when I felt like the bed was much more than a support system. As my husband, Steve, sat, I found out and started shaking me on the back, laughing and splashing me with water. This, now 10, and this, now 10, looked like heaven.

"What's wrong, Nattie?" he asked. "After what I've just said, you're not laughing?" I said, "I'm not laughing, I'm crying."

"I'm not crying, I'm laughing," he said. "I'm not laughing, I'm crying," I said. "I'm not crying, I'm laughing," he said. "I'm not laughing, I'm crying," I said.

weight is the greatest thing I've ever done. I was a size 14, and I was a size 10. I was a size 10, and I was a size 14. I was a size 14, and I was a size 10. I was a size 10, and I was a size 14.

"I'm not crying, I'm laughing," he said. "I'm not laughing, I'm crying," I said. "I'm not crying, I'm laughing," he said. "I'm not laughing, I'm crying," I said.

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Feature List 2016

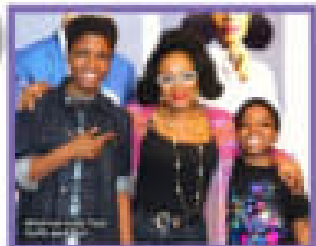


Top 10
The top 10 most fabulous outfits from the magazine.

...the most fabulous outfits from the magazine. The top 10 most fabulous outfits from the magazine. The top 10 most fabulous outfits from the magazine.



Sum Day 2016



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

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

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

Typical day, before	...and a day after
<ul style="list-style-type: none"> Woke up at 7am, feeling tired. Had a cup of coffee. Went to work. Had a lunch break. Went home. Had a shower. Went to bed. 	<ul style="list-style-type: none"> Woke up at 7am, feeling energized. Had a cup of coffee. Went to work. Had a lunch break. Went home. Had a shower. Went to bed.

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



The research shows that women are thinking about starting businesses because they want to be their own boss and have more control over their lives. It also shows that women are more likely to start businesses in the food and drink sector. Mollie Obileye, co-founder of Jitterbug drinks, says she was "driven by passion to fill the world with food goodness following a health scare".

Meet three female founders...



MOLLIE OBILEYE, CO-FOUNDER, JITTERBUG
 I was not prepared for how busy a job I had for a woman. Starting this business was a challenge, but I was able to do it because I was so passionate about it. I was able to do it because I was so passionate about it. I was able to do it because I was so passionate about it.



BOLA OBILEYE, CO-FOUNDER, JITTERBUG
 I started out by selling Jitterbug drinks at events. I was able to do it because I was so passionate about it. I was able to do it because I was so passionate about it. I was able to do it because I was so passionate about it.



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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 sector. Start-ups have been the first to embrace this change, and are now leading the way in digital marketing, social media, and customer experience. This has led to a significant increase in online sales, and a shift in consumer behaviour towards digital-first brands.
- 2 THEY'VE MADE CONSCIOUSNESS**
 Start-ups are leading the way in sustainability and ethical sourcing. They are more likely to use local, organic, and fair-trade ingredients, and to have transparent supply chains. This has led to a significant increase in demand for sustainable and ethical products, and a shift in consumer behaviour towards brands that are socially and environmentally responsible.
- 3 THEY KNOW HOW TO PROVIDE**
 Start-ups are leading the way in providing personalised and tailored products and services. They are more likely to use data and analytics to understand their customers, and to create products and services that are specifically tailored to their needs. This has led to a significant increase in customer loyalty and repeat business, and a shift in consumer behaviour towards brands that offer personalised and tailored experiences.

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

Young people have been driving the growth of the food and drink sector, and are now leading the way in digital marketing, social media, and customer experience. This has led to a significant increase in online sales, and a shift in consumer behaviour towards digital-first brands. Gen Z is behind a boom in new food start-ups, and is leading the way in digital marketing, social media, and customer experience. This has led to a significant increase in online sales, and a shift in consumer behaviour towards digital-first brands.

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214 LATEST LOOKS

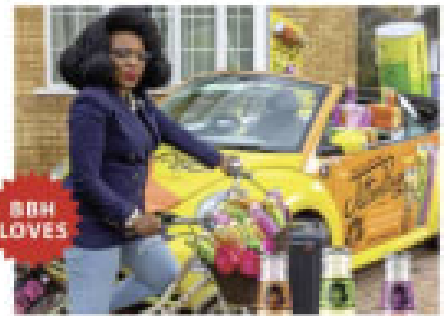
STRICTLY SPEAKING
AJ Odudo is in a good place

MATCH MAKER
Emolyne Cosmetics – lips & nails brand

SPRING GREENS
Eco-friendly beauty brands

FOREVER YOURS
Bridal Supplement

Inspirational styles for the season



Pure Pop
Apple cider vinegar has 101 health benefits: from anti-cancer 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*, Mimi ACV is taking center stage in a stylish range of soft drinks from Mark-founded company Stratus (22.99 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 think so that.



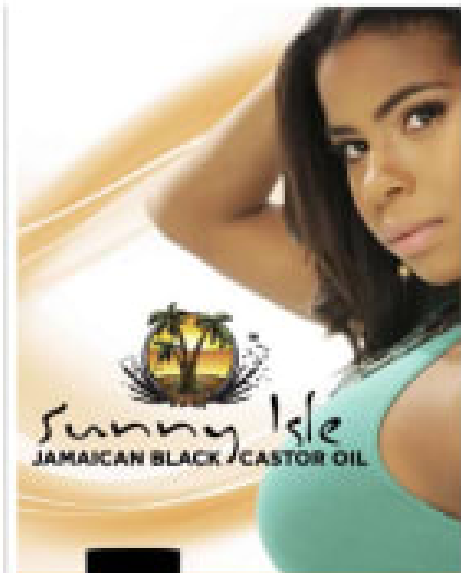
Pearly Pills
We're pimping up our grins with Whitening Toothpaste Tablets (£7.99) from our brand fella. A plastic-free alternative to traditional paste, these tooth-rod tablets are flavoured with natural peppermint and try to gently whiten teeth, remove plaque and freshen breath. Now that's something to smile about.



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



Health



Sunny Isle JAMAICAN BLACK CASTOR OIL

Healthy Hair Growth
Longer Thicker Hair
Soothes the Scalp
Dry Itchy Scalp
Fights Dandruff
Eczema
Psoriasis
Aches & Pains
Moisturizing Skin

INFUSED WITH CHEBE POWDER

OUR STORY
Sunny Isle Jamaican Black Castor Oil starts as locally and the oil extracted by farmers in

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Black beauty

& hair



BBH
LOVES

Pure Pop

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