



# THE SOULFULL PROJECT

## A NUTRIENT-DENSE FOOD THAT GIVES BACK

**Story and Recipe by Char Nolan**

Imagine a piping, hot bowl of delicious hearty grains and seeds for breakfast. Load it up with fresh fruit and non-dairy milk, and you are set to be energized for the day. However, for those living in under-served communities where many may live below the poverty line, a hearty breakfast isn't always a reality since access to plant-based and

nutrient-dense foods can be a daunting challenge. With hypertension, type 2 diabetes and other lifestyle-related diseases on the rise in lower-income communities, it's clear that the need for whole-food, plant-based food options is great.

Meet the Soulfull Project and co-founders and Campbell's Soup veterans, Megan Shea and Chip

Heim, and it is easy to see the dedication of this project and their personal goals to end hunger. They describe themselves as a “group of passionate friends who have gotten together to create a Public Benefit Corporation that we hope, with your help, can make a difference.”

This Camden, New Jersey based, public benefit corporation, packs a punch of passion and grace. Chip and Megan were aware that hunger was real and that many people struggled to make good food choices. The Soulfull Project is a company whose focus is to create healthy food and make it accessible to all. “A serving for a serving” stands as the foundation of what they do. Simply said, “You buy a bag of their 14-ounce cereal, and a bag is then donated to a local food bank.”

What sets the Soulfull Project hot cereals apart from other market choices is that their food options are truly delicious and filled with vitamins and minerals. Studies show that old-fashioned rolled oats can help to lower cholesterol and blood sugar, as well as reduce arterial inflammation, thus providing food banks with “food as medicine.”

Visit a community-based food cupboard, and most donated foods are canned or boxed and loaded with fat, sugar, sodium and additives. The artful packaging from the Soulfull Project is a tutorial in giving back and eating well. The ingredient list is easy to read because each bag is packed to the brim with healthy, simple, delicious ingredients. While the individual cups do have brown sugar in



The Soulfull Project's mission is to: Deliver nourishing and wholesome food for all Americans, thereby increasing awareness and individual engagement to build healthier communities amongst the underserved in the United States.

them, the Four Grain Hot Cereal and the Hearty Grains and Seeds Hot Cereal are totally vegan and sugar-free.

Take a look at this nutrient-dense list of ingredients:

**FOUR GRAIN HOT CEREAL:** whole grain rye, whole oats, barley, red quinoa. CONTAINS: Wheat and Soy.

**HEARTY GRAINS AND SEEDS:** whole grain oats, oat bran, red quinoa, brown flax seeds, black chia seeds (this blend is also gluten-free).

Having quinoa in a breakfast cereal is great way to add plant-based protein to the morning meal, as a serving of the Hearty Grain and Seeds contains six



*to eat well but struggling to put food on the table. We left knowing we wanted to do something to help, something that could make a bigger impact."*

Briefly explain the reward system and how food cupboards receive the products.

*For every serving of The Soulfull Project's purchased, a serving of high-quality, nutrient-dense hot cereal is donated to a food bank in that region.*

How many food cupboards have benefited nationwide from the cereal? And how long has the cereal been on market shelves?

*Chip Heim, co-founder adds, "Thus far, we've donated more than 650,000 servings to the 200 food banks in our network across the nation.*

*We launched in August 2016 with availability in a few local retailers and support from a few giving partners and have since gained national availability on Amazon and select retailers across the country. Availability on Amazon and in retailers around the country will continue to help us reach our goal of donating 1 million servings by 2019 – we're more than half-way there, but we are relying on our fans and partners to share our mission so that we can knock this goal out of the park. We need everyone's help to make the biggest impact!" To locate the products from the Soulfull Project: [thesoulfullproject.com/oatmealhot-cereal-food-bank-2/store-locator/](https://thesoulfullproject.com/oatmealhot-cereal-food-bank-2/store-locator/)*

This is an at-home cupboard "must-have," and a social cause "must-do." With each bite of the Soulfull Project cereals, much is being done to end hunger and to make people healthier.

The Four Grains Blend is very versatile. While it is a delicious hot cereal, it can be made into a flour, used as a soup thickener in savory soups, horchata, and even as a base for an oil-free salad dressing (see recipe below).

Whatever you do, order a case (six 14-ounce bags), share them with friends and neighbors, and together, you'll be working collectively to get healthier and lend a hand to those in need.

Our thanks to the entire team at the Soulfull Project, may the force be with you.



Soulfull Project co-founders Megan Shea and Chip Heim.

## SAVORY SOULFULL SALAD DRESSING...an oil-free dressing

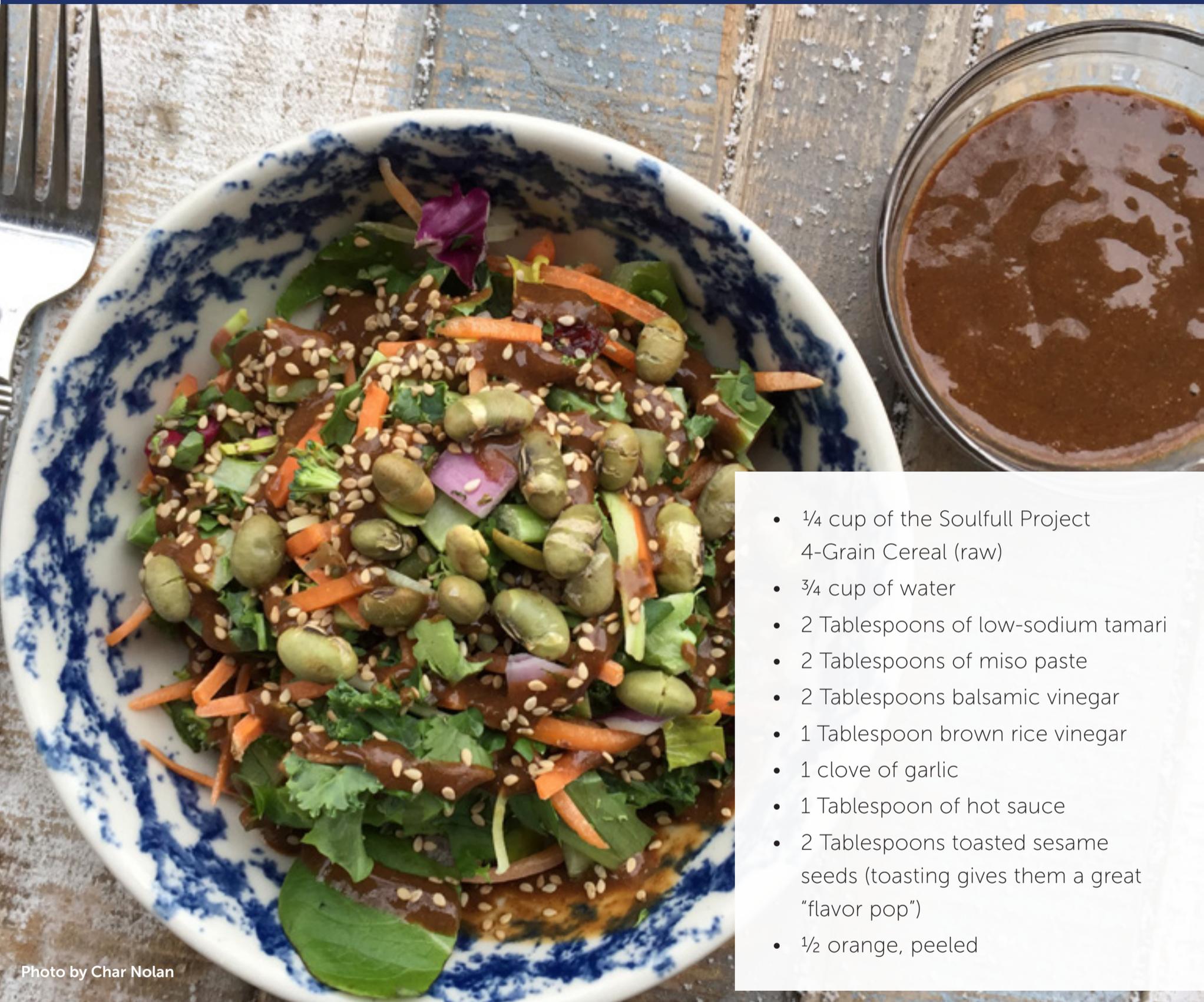


Photo by Char Nolan

- ¼ cup of the Soulfull Project 4-Grain Cereal (raw)
- ¾ cup of water
- 2 Tablespoons of low-sodium tamari
- 2 Tablespoons of miso paste
- 2 Tablespoons balsamic vinegar
- 1 Tablespoon brown rice vinegar
- 1 clove of garlic
- 1 Tablespoon of hot sauce
- 2 Tablespoons toasted sesame seeds (toasting gives them a great “flavor pop”)
- ½ orange, peeled

Add all ingredients to a high-speed blender. Blend for 60-90 seconds on medium speed. Yields about a cup of thick and creamy dressing ideal for salads, a veggie dip and even a sauce for whole wheat pasta.

### ABOUT THE AUTHOR

**Char Nolan** graduated from Temple University with a degree in public health. She is a certified plant-based chef (Rouxbe trained) and a certified food literacy coach (The Cookbook Project). She has also earned a certificate in plant-based nutrition from eCornell’s T. Colin Campbell Center for Nutrition Studies.