RollinGreens Joins Elohi Strategic Advisors Family of Healthy Products

Elohi Strategic Advisors is pleased to introduce RollinGreens, the Boulder team behind a healthier tater tot replacement, as its latest client.

MARION, Ill. (PRWEB) February 02, 2019 -- Elohi Strategic Advisors is proud to welcome RollinGreens, of Boulder, Colorado, to its family of health- and earth-friendly brands.

RollinGreens launched in 1980 as the first organic food truck in the eco-focused mountain town of Boulder. The youngest child in the Cunningham family, Ryan “Ko” Cunningham, revitalized the business in 2011 with his wife, Lindsey. Five years later, the RollinGreens team decided to take its successful product to more consumers with its packaged line of Millet Tots.

“Your family likely loves that classic feel of a tater tot, but if you look at the nutritional value your opinion may change,” says Elohi Chief Executive Officer Stephanie Lind. “RollinGreens found an innovative solution to a common problem, and we are excited to help this product and company grow into the household name it deserves to be.”

The Millet Tots by RollinGreens are the only whole grain, non-potato tot available in the market. Millet Tots fit a range of dietary restrictions, as the products are: vegan, gluten-free and Top 8 allergen friendly, which means they are free of milk, eggs, peanuts, tree nuts, fish, shellfish, soy and wheat. Millet Tots are a low-glycemic index food and do not contain fillers, binders or batters of any kind.

The star product of RollinGreens healthy tot alternative is millet. This superfood originated more than 4,000 years ago from an African grass, and now grows plentiful in Colorado while maintaining one of the lowest water requirements of any grain crop. It is a complex carbohydrate and complete protein that contains vital nutrients like magnesium, calcium, fiber and B vitamins.

“We want to change the way people feel about frozen food. To us, it's preserving fresh, healthy food so people can enjoy it at any time in the comfort of their home,” says Lindsey Cunningham, Co-Founder of RollinGreens. “We strive to bring innovative products from our chef to your table. The freezer is nature's pause button.”

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About Elohi Strategic Advisors

Elohi Strategic Advisors is a national, woman-owned advisory firm. Based in Marion, Illinois, Elohi employs a team of experts across the country to assist natural and sustainable foodservice brands in distribution and growth. A percentage of all Elohi operating income is donated to organizations that support Indigenous People and establish nutritious programs for children and seniors. The team at Elohi believes that the only way to change the world is to change the way the world eats. Visit elohi.us to learn more.
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