

Nut-Free Protein Bites

The balls to be different



Problem:

Over 33 million Americans have food allergies, yet the protein snack market is dominated by nut-based, dairy-heavy products.

Health-focused snackers — athletes, students, busy people — simply can't find a clean, high-protein option that's genuinely safe for them. The gap is massive and underserved.

Solution:

Balls No Nuts makes an all natural, allergen-free protein bites free from ALL top 9 allergens — no nuts, no dairy, no compromise. Hand-crafted in small batches with clean ingredients, our bites are designed to fuel active lifestyles and taste genuinely great. Not 'good for an allergy snack' — just good.

Traction:

- 50+ consumers interviewed
- Top 9 Allergen Free
- 2 Flavors Ready to Launch
- 5+ Gyms Interviewed

MicroAsk:

We're looking for a former VP of Operations or Supply Chain from a better-for-you snack brand (RXBar, 88 Acres, or Made Good) who has navigated allergen-free co-packer relationships and scaled from hand production to 8-figure volume — and wants to help us build the operational backbone for national distribution.