

## Locals provide Olympic snacks

**Sarah Simpson**

The Citizen

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When Cowichan's Alana Elliott, president of Nonuttin' Foods, dreamed up her allergy-friendly snack company in 2002 she didn't figure that within the decade she'd be feeding the world. She'd just wanted to give moms like her a safe granola bar option for their kids with allergies.

Two years later Nonuttin' Foods was officially launched.

"We've now been producing since August of 2004, just over five years now," she said.

From granola bars to trail mix, baking ingredients and fruit snacks, Elliott has it all.

And now it's time to share her wares, as she's signed on to supply almost 3,000 granola bars for the Official Broadcasting Centres in Vancouver and Whistler.

Safe to eat as they are not only peanut-free but also dairy-free, and include no barley, wheat or rye. Even kosher, the granola bars can feed many with special dietary needs.

And they ship well, too.

"They are already over there because our shelf life is long, they don't need to worry about bringing it in right before," she explained. "They actually ordered and received them in November 2008."

Aside from the feather in her cap of being an Olympic supplier, Elliott said she did make some money out of the deal.

"They did purchase it. It's not a donation," she said. "I'm happy."

But just like the start up of her company, getting an Olympic deal didn't happen overnight.

"It was quite a long process," Elliott explained. "It started literally I think at least two or three years ago. There were some different Olympic meetings that were being held both here and in Nanaimo that were teaching businesses how they could get something going with the Olympics so I started attending those."

Elliott quickly realized the businesses benefiting the most at that time were those dealing with construction but she still banked all the information she'd obtained.

"It gave me an understanding of what was going to be looked at so when it made sense for us being a food company, I registered on the 2010 Business Network."

She also attended a BC Foods Service conference hosted by Agriculture Canada specifically aimed to introduce those tasked with making the decisions regarding food at the Olympics to B.C. food suppliers.



CREDIT: Kevin Rothbauer, Citizen

Alana Elliott shows off a batch of Nonuttin' double chocolate chunk granola bars - the same type that will be shipped to the Olympic Broadcasting Centres.

Armed with the knowledge from previous meetings, Elliott had a leg up when it was time to actually do business with the Olympic organizers.

"We met quite a few different people there in different capacities and one of the people that I spoke to and followed up with was the manager for the Olympic Broadcasting Centres."

To check out Nonuttin' Foods visit [www.nonuttin.com](http://www.nonuttin.com) or their factory outlet store located at 1-2911 Allenby Rd.

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