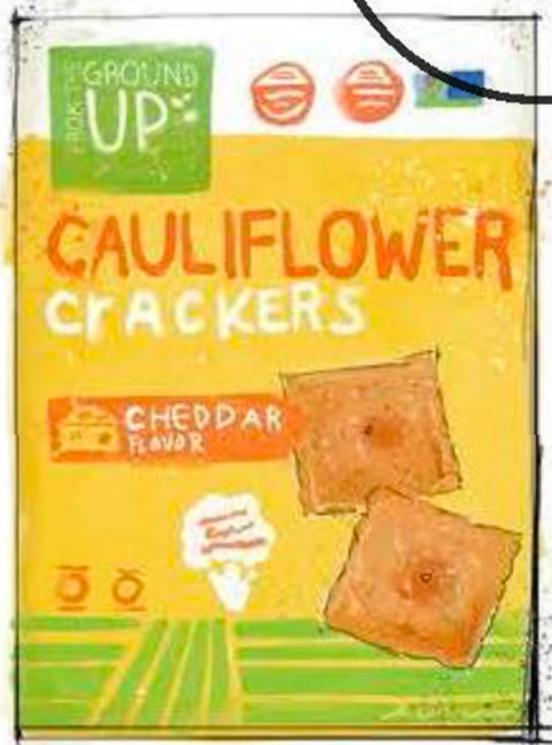


VegPiciks

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Illustrations by RUBY ROTH



Cheddar Cauliflower Crackers

Watch out, Cheez-Its; there's a new cheesy cracker in town. Newly launched brand **From The Ground Up** focuses on creating crunchy, plant-based snacks (think crackers, pita crisps, and pretzels) from cauliflower, broccoli, lentils, and cassava — and these crispy, cheddar-flavored crackers are its crowning achievement. And since we're getting one whole serving of vegetables per ounce, this is one cheesy addiction we don't mind feeding.