

Jen Reissman and the One Stop Paleo Shop
PMR 133

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Tony Federico: Hey, Paleo Nation. I'm Tony Federico, and you're listening to Paleo Magazine Radio, the official podcast of the original paleo lifestyle publication.

(Song)

You've read "The Paleo Diet," "The Primal Blueprint," and the "Paleo Solution" and are ready to dive headfirst into the paleo lifestyle. You hop in your car, head to the local supermarket, and start looking for paleo-friendly foods. If you're like most people, somewhere between the sugar-infused tomato sauces, CAFO meat, and wheat gluten everything, you throw your hands up in frustration, realizing that while the paleo concept is simple, shopping for paleo isn't. Luckily, however, you're not alone, and if there is a positive side to frustration, it's that it's a great stimulus for invention.

Jen Reissman, co-founder of OneStopPaleoShop.com, remembers her paleo shopping frustration well. She and her co-founder [Devin 00:00:58] would visit upwards of seven different stores to get everything they needed. It was after one particularly trying day of shopping that Jen and Devin had an idea. They decided that they'd create a website that brought together all sorts of paleo-friendly products under one roof, a one-stop paleo shop, if you will, which they also realized was a great name for their business, and so the website OneStopPaleoShop.com was born.

On today's show, I talk to Jen about how she turned her mom's mail order supplement company into an online paleo superstore, how they decided on their original inventory of products, how they created buzz for their new business with a Paleo Magazine ad, her favorite paleo staples, the paleo treat that her French bulldogs demand each and every day, her favorite customer testimonials, and what the future has in store for their store. All right, folks. It's time to paleo shop till you paleo drop. Paleo Magazine Radio starts now.

[Song]

Hey, everybody. Welcome back to another episode of Paleo Magazine Radio. I'm here with Jen Reissman. She's one of the co-founders of the One Stop Paleo Shop. Jen, welcome to the show.

Jen Reissman: Thank you so much for having me. I appreciate it.

Tony Federico: Yeah, so I'm glad to have you on the show as well. I think paleo grocery shopping is certainly a big challenge for a lot of people, and you're certainly providing a solution, but before we get into the One Stop Paleo Shop, I'd like to know a little bit more about you personally. When were you first interested in health and fitness and all of this good stuff?

Jen Reissman: I guess it goes back kind of a long time, growing up, I was kind of overweight. Then in college, I kind of went on this super low-carb diet, lost a ton of weight, was seeing a nutritionist. Then I would ...

Tony Federico: Do you remember what that diet was? Was it South Beach or ... ?

Jen Reissman: There was no specific name to it. It was just super high-protein. It was really similar to paleo, but I still allowed ... I guess it was more primal you could say without being called that. It was a plan that my nutritionist put me on, and it was a lot of protein, low carbs, low fat. The pretty standard diet that somebody puts you on without knowing I guess about paleo or that fat is actually good for you.

Tony Federico: How were you eating before that?

Jen Reissman: Pretty standard American diet ...

Tony Federico: I see.

Jen Reissman: ... thinking that the food group that we grew up with was the correct way to eat. Just like a standard American diet. Definitely not like fast food and that whole thing. I was never big into the drive-through situation.

Tony Federico: You weren't running for the border or anything at 3 a.m.

Jen Reissman: Right, exactly, but I did like my pastas and things like that, so ...

Tony Federico: What part of the country did you grow up in?

Jen Reissman: I grew up in Los Angeles.

Tony Federico: Okay, cool.

Jen Reissman: Yeah. The Pasadena area.

Tony Federico: What's like the L.A. ... is it like tacos? What's the L.A. food scene?

Jen Reissman: Well, gosh, now it's so different than what it was before. Now it's all farm to table like everywhere even, which is awesome, but goodness, back when I was not paleo and pretty ... I didn't really care about what I was eating, it was really American, hamburgers and that's pretty big out here. Your casual dining and a lot of Mexican food everywhere because we're so close to the border. A lot of Italian food in L.A., and surprisingly, tons of Asian food out here, which was one of my favorites was Chinese food. It's one thing I truly miss, but ...

Tony Federico: Mmm, so that was like the lo mein, the kind of the standard Chinese takeout?

Jen Reissman: Oh, yeah. So good, but thank goodness for Russ Crandall's "Paleo Takeout" book.

Tony Federico: Nice.

Jen Reissman: I've been able to satisfy that craving, but that was definitely I guess my favorite takeout.

Tony Federico: You're eating kind of the standard American diet, still not as bad as some, having some weight issues, and you see a dietitian. Do you remember what that conversation was like that first time you sat down and talking to her?

Jen Reissman: Gosh. It was so long ago. It was like ten years ago. She never ...

Tony Federico: I guess what were your concerns coming to the table? Was this something that you decided to do, or was this something that somebody else kind of was like, "Jen, you need to talk to somebody"?

Jen Reissman: Something my mom and I decided to do together because my mom was a little overweight as well. The nutritionist that we actually went to go see is one of the best ones in L.A. and it was like a ten-month wait list. Honestly, I didn't even know that she signed us up to go to this one.

Tony Federico: Oh.

Jen Reissman: Then she called me one day and she was like, "Oh, by the way, we're going here next week. I hope you don't have class" because I was in college at the time.

Tony Federico: Nice.

Jen Reissman: We went ...

Tony Federico: What were your feelings when she told you that? What was your reaction?

Jen Reissman: I was excited because in my family history, my mom's sister passed away from breast cancer, and my mom just passed away two years ago.

Tony Federico: I'm sorry to hear that.

Jen Reissman: Thank you. I knew that I had to be a little bit more careful with my body. I didn't really understand at that time the whole food as medicine concept. I just knew I wanted to get healthier and get in better shape, so I was excited to go. I wasn't reluctant at all. Then the weight just started falling off and I was totally hitting all my goals, and I was super excited doing it this way, but I still never felt super healthy even though I was following her plan I guess. I was still tired all the time because she was

still okay with you eating a Lean Cuisine every now and then. It was still full of processed foods.

Tony Federico: Tell me a little bit about that low carb regimen. What kind of things were you eating for breakfast, lunch, dinner? What did that look like for you?

Jen Reissman: Well, it was a little harder because I was in college at the time, and so luckily, I went to a really small school, so our cafeteria was pretty ... everything you get you could customize. It was a lot of just chicken breasts all the time. Every day for lunch, it was a grilled chicken sandwich, but then I wouldn't eat the bread. That was it because there wasn't any sides that you could really eat. Maybe a mixed green salad, but that gets super boring after a while.

Tony Federico: Lots and lots of chicken.

Jen Reissman: It was lots of chicken, like lots, and I was never a huge red meat eater. I mean, at college, it's frozen hamburger patties, so I wouldn't really consider that [inaudible 00:08:30] anyways. I'm sure the chicken was frozen. It's not like it was organic by any means.

Tony Federico: Somehow, it seems a little bit more okay for whatever reason.

Jen Reissman: Yeah.

Tony Federico: I don't think there's any good reason for that. It's probably about the same, but it seems less ...

Jen Reissman: Totally.

Tony Federico: ... processed chicken seems less gross than processed beef for some reason.

Jen Reissman: Yeah, I don't know why, but I totally agree with you. It's weird.

Tony Federico: You're getting by. You're making some customized choices at the cafeteria, and you're getting some results, but you really weren't feeling super awesome. What was the next thing you did from there?

Jen Reissman: Then I went to study abroad right after I lost all of my ...

Tony Federico: Oh.

Jen Reissman: ... my initial 50 pounds that I lost.

Tony Federico: Oh, wow, so you got some pretty significant results?

Jen Reissman: Yeah, I got some really significant results in a really short amount of time. Then I went to go study abroad in Italy, and ...

Tony Federico: Oh, the heart of the paleo movement.

Jen Reissman: Right.

Tony Federico: Oh, sorry. I meant pasta movement.

Jen Reissman: Yeah, pasta, definitely. Ate my way through Italy with probably one cup of gelato every day if not more ...

Tony Federico: Nice.

Jen Reissman: ... a significant amount of wine, and lots of pizza and pasta, and paninis and all that good stuff, but luckily ...

Tony Federico: You did it the right way.

Jen Reissman: Right.

Tony Federico: I think when you're in Italy ... if you don't do that when you're in Italy, I mean, come on. You're doing it wrong.

Jen Reissman: Right. What was I going to do? Still eat grilled chicken every day?

Tony Federico: Exactly.

Jen Reissman: I'm in the food capital of the world. I had to indulge, but because we were walking so much ... you don't have a car; you walk everywhere ... I didn't actually really gain any weight. Maybe a few pounds. I was really excited that I was able to maintain everything, all my weight loss ...

Tony Federico: Sure.

Jen Reissman: ... through that six-month period.

Tony Federico: Living the european lifestyle. Where in Italy were you?

Jen Reissman: I was in Florence, the most beautiful place ever, so if you ever have a chance to go, I highly suggest it. Then I came back and it was back on the whole low-carb diet again and back to eating the way I was before I lost all my weight. Brown rice and chicken and the same thing. The I would say a few ... well, gosh, I graduated college in 2009. Then about a year and a half later, I met my current fiance, Devin, who actually started One Stop Paleo Shop with me. A few years into us dating, we thought we were eating super healthy like skim milk, Greek yogurt, that whole thing.

Tony Federico: Oh, yeah. That's like the conventional healthy diet.

Jen Reissman: Exactly, yeah. Then he was like, "I'm going to go to Crossfit one day." I was like, "You're crazy." I thought it was this super just outrageous thing. I was telling my personal trainer at the time that he was doing it, and he was like, "Oh, better watch out. He's going to hurt himself," kind of knocking him a little bit, as people who don't know Crossfit or paleo they just don't get it. He came home two days after his second session I guess or his workout there and was like, "I'm going to try this whole paleo thing." I was like, "You're nuts. You're really going to give up cheese? Are you crazy?"

Tony Federico: Yeah, so he was all in right out the gate?

Jen Reissman: Oh, yeah. That's the type of person he is. He's like two feet in right away, doesn't hesitate. Literally the most disciplined human you'll ever meet in your life. It's crazy ...

Tony Federico: Nice.

Jen Reissman: ... but good for him because I wish I had that willpower. I was like, "I'm not going to do this with you. You're insane. There's no way I'm going to give up cheese. There's no way I'm going to give that up. It's my favorite food ever."

Tony Federico: Totally.

Jen Reissman: Then after a week, I was like, "Fine, I'll do it with you."

Tony Federico: You're onboard for the paleo piece at this point. Were you also going to the Crossfit workouts as well?

Jen Reissman: I was not doing the ... I still don't do Crossfit. That's not ...

Tony Federico: It's not mandatory.

Jen Reissman: It's not mandatory and it's not like your lifestyle [crosstalk 00:12:32].

Tony Federico: Here's your paleo card, and we'll be seeing you at Crossfit.

Jen Reissman: Yeah, exactly. I'm more into the boxing.

Tony Federico: Cool, cool.

Jen Reissman: That whole thing, but he jumped right in and then I followed with the whole paleo thing.

Tony Federico: Maybe a little reluctantly giving up cheese ...

Jen Reissman: Yes, I was very hard in the beginning. I was like, "Oh, this is so difficult," but then once I started realizing that I'm human and I'm not going to be

perfect all the time and if I have cheese every once in a while I'm not going to just all of a sudden not be paleo anymore. At least for me, I'm fortunate enough where if I were to have a "cheat day" and have some cheese or have a piece of pizza, I'm fine with jumping back on the next day or even the next meal and it's totally fine.

Tony Federico: It's kind of the lifestyle program.

Jen Reissman: Yeah and for me, that's what it really was. It was more of a lifestyle, and I think that's how once you start paleo, that's how everybody else sees it too, which is the thing that I love about it the most is I don't think of it as a diet. You know like you do when you think of Weight Watchers or Jenny Craig or the Atkins thing. It's really just about feeling better and understanding what food actually does to your body. I think once I got that concept of it, I was like I can't imagine eating any other way.

Tony Federico: Now were you having conversations about any of this stuff with your friends and family? Did you get any weird comments when you went out to dinner?

Jen Reissman: Oh, yeah. They still think I'm crazy. They a hundred percent support me and they support Devin no matter what, but it's just not something that they see fitting into their lifestyles, which is fine. It's not for everybody. I've tried to convert a few friends here and there and along the lines, I've had other friends say that they were going to start and they have. It's been awesome to see it and be able to do it with them, but my family and friends, they love me no matter what. Even if they think my eating habits are crazy and when we go out to dinner, basically I'm ordering something totally custom all the time. [Crosstalk 00:14:42].

Tony Federico: I think that's an experience that a lot of us are familiar with. You're like, "Okay, so I'm going to order this, but this, but sub this."

Jen Reissman: Yeah, you're like, "Wait, can I get it with kale and not with this and no dressing and no rice, no pasta." They're like, "Can I just like ... and extra veggies." They're like, "What is ... ?"

Tony Federico: Waiters love us.

Jen Reissman: Oh, yeah, but I've learned that if you're just ... Well, I think that my mom raised me right, and if you're just really nice, they don't care ...

Tony Federico: Really?

Jen Reissman: ... which is a good thing because I'm always like, "Oh, yeah, I want this but can you sub like seven different things?" The nicer you are, the less they seem to get annoyed with you, so ...

Tony Federico: I think being willing to pay an upcharge and being nice, you can get just
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about whatever you want.

Jen Reissman: Totally, totally.

Tony Federico: You and Devin were going paleo. What were you doing professionally at this time and when did you start to think that maybe paleo would be part of your professional life?

Jen Reissman: I never when I started thought paleo would be part of my professional life. At the time, we were actually helping my mom run her business. It was kind of in the same ... it was an alternative medicine distribution company, so she was distributing different alternative health care products.

Tony Federico: That's kind of in the health sphere.

Jen Reissman: It was in the health sphere and it was kind of preaching food as medicine and we went to a lot of conferences where doctors spoke about that. Then after my mom passed away, we took over her business. One day we were just sitting there at work and we were like, "We really want to do something else." Devin just looked at me and he was like, "Why is it so hard to shop for paleo stuff? Why are we ordering from 12 different websites all the time?" I was like, "I don't know, but it's really inconvenient."

Then the light bulb just kind of went off, and we were like, "Why can't we create a place for people to come and shop that has pretty much everything that you would need without having to go order from seven different websites, go to three different grocery stores to find this or that?" Then we called one of our friends who's been doing marketing for a long time. We were like, "What do you think of this idea?" He' was like, "It's brilliant. Just go for it." We decided to just go for it.

Tony Federico: That's awesome. You have this idea for a one stop paleo shop?

Jen Reissman: Yeah.

Tony Federico: Did you do some brainstorming for the name and you're just like, "You know ...

Jen Reissman: No.

Tony Federico: ... that's what it is. That's what we're calling it"?

Jen Reissman: It was so funny because when we were talking about it and we were just talking about the idea, we're like, "Yeah, we want a place that's like a one-stop shop." We were like, "Oh, that's the name." It wasn't even ...

Tony Federico: Nice.

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Jen Reissman: ... there was no hesitation with it at all whatsoever. It was just mid-conversation. We were like, "Oh, well, we know what we would call it." That's one thing to check off the list.

Tony Federico: Once you made that mental leap and said, "Okay, we're going to do paleo products all in one place," did the experience that you had running your mom's company, were you able to parlay that right into the One Stop Paleo Shop?

Jen Reissman: Kind of, yeah. We only with my mom's company worked with one specific product, so it was ...

Tony Federico: Mmm, got you.

Jen Reissman: ... a little different in the fact that we weren't dealing with multiple different manufacturers at the time. It was a definitely a learning curve in the beginning, and when we started this thinking of all the different products that we were going to carry at One Stop, there were so few on the market at the time. This was ...

Tony Federico: Yeah, so when was this?

Jen Reissman: At the beginning of 2014.

Tony Federico: Yeah and really the market it's exploding now, but there was a little bit of a trickle I guess you could say at first.

Jen Reissman: Yeah, so we started with 60 products I think and we thought that was a ton, and now ...

Tony Federico: What were some of those first products that you featured?

Jen Reissman: Well, we had the basics like coconut aminos and raw nuts and Epic bars and RxBars and kale chips. Kind of the basics, the stuff that there wasn't really a ton of stuff out there yet, so a lot of it you really could get ... you could get Epic bars at the grocery store. You couldn't get RxBars, but you'd have to go to so many different places. Some stuff you'd have to go to Whole Foods or some stuff you'd be ordering online. There was definitely stuff out there, but not nearly the way it is now.

Tony Federico: Did you have conversations with some of those early paleo companies to say, "Hey, we're starting this thing?" How did that play out? Were you talking to them about having them supply products for you, almost like an Amazon kind of platform or were you just buying a lot of their stuff and hoping that other people would buy it?

Jen Reissman: We were just buying a lot of stuff, stuff that we loved, and that's kind of the thing that we've stuck with the whole time since we started. If it's

something that we enjoy ourselves or we know other people that enjoy it, we're totally onboard to carry it, but we don't put anything on the site that we don't try first. Because we have tried some things over the years that have been a little interesting.

Tony Federico: Totally. Say no more.

Jen Reissman: I'm not going to name any names or anything, but there's been some interesting tasting products out there that we've decided not to carry. It's just something that we really stand ... We stand behind every single thing that we put on the site, and that's really important to us.

Tony Federico: I think all kidding aside, that's actually a worthy point because I think that sometimes with something that's pretty niche, something like paleo, a manufacturer or somebody who's enthusiastic about it might say, "Hey, I want to create paleo products." They almost take a list approach where they're like, "Well, this paleo; this is paleo; this is paleo. We'll put into a bar. We'll put it into a snack and people will love it." That's not always going to carry your product through ... it's not a sustainable business model. It has to actually be good.

Jen Reissman: Exactly. Because as paleo, you have to ... there's so much out there that isn't paleo and stuff that you miss all the time like ...

Tony Federico: Totally.

Jen Reissman: ... chips and other snack foods that you're like, "Gosh, I wish there was a way I could make this paleo." Things like [Jackson's 00:21:16] pop on the market.

Tony Federico: Mm-hmm (affirmative), perfect.

Jen Reissman: You're like, "Oh, I can have a potato chip again. What a wonderful concept." Just because there's paleo ingredients in it doesn't necessarily mean it tastes good. Then there's the whole thing where there's a big gray area in paleo with people thinking certain things are paleo. There's a such a broad definition, and it depends on how strict you want to be, are you following the Whole30 route all the time or 21 DSD or are you more primal. There's so many different I guess subcategories of paleo, which was another huge thing for us in really determining what we were going to carry.

When we started, anything that was in the gray area, anything with cane sugar, anything with agave, anything with the xylitol or things like that, we just said no from the beginning. Because we were like, "We don't want to confuse people. We want this to be a safe place where people can come and shop and not have to worry about reading every single ingredient and making sure there's not hidden cane sugar in it or hidden agave or anything else like that. We just wanted it to be, again, that safe

zone where you can trust everything that you're purchasing and trust that it's going to be true to paleo. That's always the guideline behind everything that we carry.

Tony Federico: What was the initial response? Because I think it's one thing to put a website up and maybe have some products stockpiled, but that doesn't guarantee that customers are going to be banging down your website's door.

Jen Reissman: No and it definitely wasn't in the beginning. That's for sure. It took a little while for people to find out who we are. Then we just started to really try and create a huge buzz on social media. Then the beginning of last year, in the first issue of Paleo Magazine ... for last year, 2015, that's when we had our first ad in there. After that point, we saw a huge turn in our business and for ...

Tony Federico: Cool.

Jen Reissman: ... people recognizing who we were. Now, it's funny, I can have conversations with people that have no idea that this is what I do. When I tell them, they're like, "Oh, my gosh. I've heard about you or I've seen you on Facebook." I'm like, "Really? That's so cool."

Tony Federico: Well, that's great to hear that Paleo Magazine helped build a paleo business.

Jen Reissman: Oh, absolutely, a hundred percent. It was definitely that first ad in Paleo Magazine that really we like to think kick-started and really jump-started the business, so ...

Tony Federico: You guys have a very distinctive art style. You have the mascot and ...

Jen Reissman: We do.

Tony Federico: Where did that come from?

Jen Reissman: Well, first, the three of us, the founders, we're not the most artistic people to begin with, so [Chris 00:24:15], our friend who is kind of the marketing guru behind all of this, jumped onboard with us from the beginning and for other startups that he has worked with has used an online company that helps creates logos if you give them an idea, and outline of what you're looking for and what your company is about. Then multiple different graphic designers can submit ideas.

Tony Federico: Nice.

Jen Reissman: We started there in the beginning to get our logo and just our look and feel. We like to call him Adam. He's our caveman.

Tony Federico: The original man.

Jen Reissman: Yes. Someone came up with him and our logo in a contest or whatever you want to call it for who we would pick. We loved that one right off the bat. There were some other really good ones that we were debating between, but this one was just kind of speaking to us. From there, we found a different graphic designer who we really liked and who's really artsy and creative. He actually designs toys for Mattel.

Tony Federico: Oh, nice.

Jen Reissman: Yeah a really cool guy. He took our basic image and vamped it up a little bit, and he has been the one doing all of our artwork and everything ever since. We've stuck with the caveman. Paleo is referred to as the caveman diet ...

Tony Federico: Yeah, totally.

Jen Reissman: ... so without being too cliché on it, we just wanted it to be really fun and playful and that's how we came up with that.

Tony Federico: Now, were you guys at Paleo f(x) in caveman outfits?

Jen Reissman: We were not the actual cave ... we had people that we knew in Austin dress up as the cave people and walk ...

Tony Federico: Okay, I thought so.

Jen Reissman: Yeah. It wasn't us, but they were part of our team.

Tony Federico: Okay, cool. I was like, "Did I just imagine that or did I just see a caveman and cavelady walking around?" Nice.

Jen Reissman: Yeah and they will be there this year, hopefully, as well, so ...

Tony Federico: Awesome. Making a second appearance.

Jen Reissman: ... keep an eye out for them.

Tony Federico: Oh, I will. You had your look; you had your company taking off, that early exposure in Paleo Magazine helping with that. Where do you see things going? Are you doing this full time now or is this something that you feel like is a good opportunity for really to build a future for yourself and your partner?

Jen Reissman: Well, that's the plan. Absolutely. We are doing this full time now, so we no longer have my mom's business, which was a little bittersweet, but this is really where our passion lies and really understanding that food is medicine and not only to be that convenient place for people ... the

emails that we get on a daily basis about how One Stop has changed someone's life because it's created a place for them to go because they live in a rural area, and they don't have access to anything, but now they do. Or I got an e-mail from a mom the other day who her daughter's a freshman in college and has celiac and then an allergy to corn and soy as well.

In the cafeteria in her school, they weren't accommodating and they didn't really care, so her mom now orders weekly for her and sends it to her dorm. She said, "Knowing that I have One Stop makes me feel safe as a mom knowing that this is how my daughter's being fed since her school isn't accommodating." Reasons like that are what keeps us going because we know that we're doing a lot more for people than just being a source for them. You know?

Tony Federico: Yeah, it's awesome.

Jen Reissman: It's really the e-mails like that and customers' stories that really keep us going and keep us motivated to really make this a super successful business and really just to help people. That's our end goal.

Tony Federico: That's great. Now, focusing on the products, you mentioned before that your tastes really kind of guides you as far as what you feature and that you try everything. What are you excited about? What are maybe some new products, maybe some things that people listening to this perhaps haven't heard that you'd like to maybe promote?

Jen Reissman: Yeah, absolutely. One of my favorite things that we carry ... and I'm sure a lot of people in the paleo world have heard about it ... but it's definitely become a staple in our house and I know in a ton of other people's houses is the Otto's Cassava Flour.

Tony Federico: Mmm, yes.

Jen Reissman: That's been a huge life changer.

Tony Federico: I have not tried it. Tell me about it. Why are people going crazy for this stuff?

Jen Reissman: Well, it's a one to one substitute for wheat flour, so you can pretty much use it to sub out your regular all-purpose flour in just about any recipe. If you go onto Pinterest or any blog now, any paleo blogger's blog, you can pretty much find recipes using Otto's. I just got a recipe the other day from the Zenbelly blog for cinnamon rolls using it, and I'm telling you, it's life changing.

Tony Federico: You made them?

Jen Reissman: I did.

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Tony Federico: Ooo.

Jen Reissman: They were out of this world and not too hard to make either.

Tony Federico: You had me at cinnamon rolls.

Jen Reissman: I mean, who doesn't want a cinnamon roll, right?

Tony Federico: Awesome. We got Otto's Cassava Flour, a kick-ass one to one paleo flour substitute. Anything else that has you pumped to be paleo?

Jen Reissman: Oh, gosh. There's so many things. It's like how do you even choose?

Tony Federico: What's in your pantry right now I guess is a good place to start.

Jen Reissman: Okay, in our pantry, we've definitely got multiple bags of Jackson's. That's for sure.

Tony Federico: Of course.

Jen Reissman: Because who doesn't want sweet potato chips?

Tony Federico: Cooked in coconut oil, which is great.

Jen Reissman: Cooked in coconut oil. Absolutely. Then we've got our staples like the Primal Kitchen Mayo and coconut aminos and Tin Star Ghee, which is ...

Tony Federico: Love it.

Jen Reissman: Love it. I mean, who doesn't love it? It's so good. That brown butter, uhh.

Tony Federico: Oh.

Jen Reissman: I literally eat it straight out of the jar.

Tony Federico: I've started mixing a little of the ghee into my almond butter.

Jen Reissman: Ooo.

Tony Federico: That's quite the tasty treat. Let me tell you.

Jen Reissman: That sounds really tasty. You know, it's funny. We have two French bulldogs. Our oldest French bulldog won't eat her food now unless we put ghee on it.

Tony Federico: Well, of course.

Jen Reissman: Right? She's become so spoiled. We did it once, and I totally forgot why ...

Tony Federico: That's so funny.

Jen Reissman: ... and now she literally won't go near it. We give her really good dog food, dry food? Nope. She won't touch it unless here's Tin Star on it. It's hysterical.

Tony Federico: I think you forgot something, Mom.

Jen Reissman: Yeah. She just looks at you like, "Umm, I'm not eating this."

Tony Federico: And then? That's awesome.

Jen Reissman: It's really funny.

Tony Federico: Your dog's hooked on ghee, great.

Jen Reissman: Yes, yes. We like to think of her as a little paleo puppy. Let's see, what else do we have? We've always got some Eating Evolved stashed in the freezer, those coconut butter cups.

Tony Federico: Oh, yeah.

Jen Reissman: I mean, you can't really go wrong. We've got a new product that we're carrying. They're called Rawr Bars.

Tony Federico: It's like R-A-W-R, right?

Jen Reissman: Yeah.

Tony Federico: Is it kind of like a granola bar type thing?

Jen Reissman: No, not at all.

Tony Federico: No?

Jen Reissman: It's like a fruit leather.

Tony Federico: Oh.

Jen Reissman: They have three different flavors, and it's a really great little sweet treat, but it's all veggies and kale ...

Tony Federico: Mmm.

Jen Reissman: ... or fruit. It's so good.

Tony Federico: I think I was thinking of YAWP. That's another one.

Jen Reissman: Yes, we do carry YAWP bars, which are also great. I like to crush those up sometimes and throw them in some almond milk ...

Tony Federico: Awesome.

Jen Reissman: ... and it's almost like a cereal. We've got so many different granolas in our pantry because we like to have those as a backup if we're running around and we want a quick snack, so we've got Wildway Granola. The coconut cashew is my favorite flavor. Then there's always Paleonola, which is delicious, and I'd have to say the maple pancake is definitely my favorite for that one, but all of their flavors are great.

Tony Federico: Obviously, you're well supplied.

Jen Reissman: Yes, we are. We are. It's definitely convenient, let me tell you.

Tony Federico: You guys have a One Stop Paleo Shop in your pantry.

Jen Reissman: We do. Yeah.

Tony Federico: Awesome.

Jen Reissman: It's great.

Tony Federico: Where do you see the company going? Do you want to continue focusing on products? Are you getting into any other arenas in terms of paleo?

Jen Reissman: Well, we would love I think in a few years to be able to open up a storefront ...

Tony Federico: Oh, nice.

Jen Reissman: ... and have a little café or restaurant attached to it that was paleo. Devin's background is in the culinary world. He went to Le Cordon Bleu in Chicago, so he cooks some pretty mean food.

Tony Federico: Nice.

Jen Reissman: We would love to be able to incorporate that and have a little storefront and restaurant. That would be a dream of ours I think if we did that. Absolutely.

Tony Federico: Yeah, really bring it full circle and go from ... I think when we're talking about paleo, we really are putting a premium on not just real food but face-to-face connection as well in getting out there in a community with a brick and mortar store, that's about at paleo as you get.

Jen Reissman: Yeah, absolutely. I mean, I can't even begin to tell you how much I love the paleo community. Ever since we started this and got into just ... even before One Stop, everyone in paleo was so friendly and so nice and so supportive. There isn't one person I've met that I don't love. It's so nice to be involved in a community that is so welcoming and so friendly.

Tony Federico: That's awesome. Well, hopefully you enjoyed your time here on our show and that this was maybe a friendly experience for you as well.

Jen Reissman: It was, absolutely, absolutely.

Tony Federico: Well, thanks so much for coming on, Jen. I wish you the best of luck with the One Stop Paleo Shop and look forward to seeing what you do next.

Jen Reissman: Oh, thank you so much for having us. We really loved being on your show.

Tony Federico: That was Jen Reissman, founder of One Stop Paleo Shop. You can browse their virtual aisles by going to their website, OneStopPaleoShop.com, or find them on social media, also at One Stop Paleo Shop. On next week's show, I'll be interviewing someone that I met at the very first Paleo f(x), PaleoMom.com chief operating officer, Charissa Talbot. Here's a preview.

Charissa Talbot: I don't know if you remember back in the day there was this show called "Sex in the City."

Tony Federico: I am aware of the show.

Charissa Talbot: Carrie Bradshaw went through a similar struggle with her smoking because she ... There was even a part in the episode I think she was sitting outside of her stoops and she was like, "You know what? My Marlboros are always there for me" or something totally ridiculous. I really felt like I had a relationship with my cigarettes, which looking back now, I did. They controlled so many aspects of my life because it was an addiction.

Tony Federico: To find out how Charissa successfully quit smoking, got healthy, went paleo, and started working for one of the biggest names in the Paleo blogosphere, you'll have to tune in to next week's show. Until then, you can check out our full archive of Paleo Magazine Radio episodes on PaleoMagOnline.com. If listening to all the talk about food on today's podcast made you hungry, I'd like to invite you to check out Deep Dish, a new audio series and e-book that I put together with my good friend and PMR regular Russ Crandall.

On Deep Dish, we explore big questions like who invented beef twice, where did apples come from, and why are carrots orange? We also

uncover the history of iconic recipes that use these foods like meatloaf, apple pie, and peas and carrots. Then we created our own ultimate versions with AIP, Whole30, and paleo-friendly options. You can stream the audio portion of Deep Dish for free on our site, DeepDish.us. If you like what you hear, you can purchase our e-book for only five bucks.

Paleo Magazine Radio is brought to you by the Paleo Media Group. Our show music features the song "Light It Up" by Morgan Heritage and Jo Mersa Marley. Paleo Magazine Radio is produced by me, and on behalf of everyone at Paleo Magazine, thank you for listening.

(Song)