



## **FOX 13 Shines a Light on Fitlife Foods' Fresh, Ready-to-Enjoy Meals Across the Southeast**

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Fitlife Foods is a prepared meal company rooted in health and wellness that marked its 15-year milestone with a feature on Good Day Tampa Bay, highlighting its evolution from one South Tampa storefront into a regionally recognized prepared meals brand with locations throughout Florida and Atlanta.

The segment, which featured FOX 13's Charley Belcher visiting Fitlife Foods' original storefront in South Tampa, highlighted the company's chef-crafted approach to meal preparation and its expansion to serve customers through both retail locations and home delivery across the Southeast. The coverage introduced viewers to founder David Osterweil, Executive Chef Chris Austin, and registered dietitian Brooke Sobh, demonstrating how the brand combines culinary expertise with nutritional science.

"Our mission is to elevate the way people feel through food that fits seamlessly into their lives," said David Osterweil, founder and CEO of Fitlife Foods. "After celebrating 15 years of serving our community, we've learned that people need more than just meal prep; they need a solution that removes decision fatigue while delivering restaurant-quality flavor and balanced nutrition."

The television appearance showcased Executive Chef Chris Austin's culinary techniques, including searing, caramelizing, and sauce development, which deliver bold flavors without excess fat or sodium. Fitlife Foods? menu is developed by Executive Chef Chris Austin, who leads culinary innovation using classic cooking techniques such as searing, caramelization, and over 35 house-made sauces and spice blends to deliver bold flavors while staying within defined nutritional parameters. Meals are designed to reheat well, maintain texture and moisture, and provide consistent portion control to ensure balanced macronutrients.

"Bringing Chef Chris onto our team represented our commitment to raising the bar on what healthy food should be," Osterweil explained. "His expertise validates that our meals are crafted, not manufactured, treating flavor as essential rather than a trade-off for health."

Registered dietitian Brooke Sobh, who partners with Fitlife Foods on nutritional development, appeared in the segment to reinforce the brand's nutrition philosophy of protein-forward meals with balanced macros and portion control without restriction. Her involvement underscores the company's approach to making healthy eating accessible without extremes.

The Good Day Tampa Bay coverage emphasized Fitlife Foods' flexible model, which requires no membership and allows customers to purchase individual meals or weekly packages through grab-and-go retail locations or home delivery. This approach serves healthy meals for busy people who seek convenience without compromising nutrition.

Since its founding in 2011, Fitlife Foods has grown from serving 300 meals daily from a single location to preparing more than 12,000 meals per day across multiple states. The company now operates 12 physical retail locations across Florida and Atlanta, including Tampa, Orlando, Sarasota, Boca Raton, Fort Lauderdale, and Winter Park, while serving additional markets through its home delivery service.

The brand's free wellness coaching program, which has helped nearly 5,000 people annually achieve their health goals, complements the meal service by providing personalized guidance and support beyond food preparation.

#### About Fitlife Foods:

Fitlife Foods operates as a lifestyle and wellness brand specializing in chef-prepared, fresh meals available for pickup or delivery. Each meal is perfectly portioned and contains no artificial sweeteners, flavors, colors, or preservatives. The company has established itself as the second-largest omni-channel prepared meals retailer nationally and the largest in the Southeast.

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For more information about Fitlife Foods, contact the company here: Fitlife Foods Fitlife Foods 813-540-4072 flfinfo@eatfitlifefoods.com 1810 W Kennedy Blvd. Tampa, FL 33606

## **Fitlife Foods**

*Fitlife Foods offers fresh, chef-crafted meals made from clean ingredients and balanced macros. Our made-from-scratch dishes deliver bold flavor and real nutrition, helping busy, high-performing people stay consistent without sacrificing taste or time.*

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