



## **Fitlife Foods Marks 15th Year Anniversary with a Celebration and Continued Growth**

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Fitlife Foods, the Florida and Atlanta-based fresh prepared meals company, celebrates its 15th anniversary on February 28, 2026, marking a milestone of growth from a 15-person startup to a team of over 150 employees serving tens of thousands of chef-crafted meals weekly.

Since its founding in 2011 with a mission to elevate the way people feel, the company has expanded to 12 physical stores across Florida and Atlanta while maintaining its commitment to fresh, made-from-scratch meal preparation. The anniversary marks not just longevity but sustained impact in communities throughout the region, where customers can walk into retail locations, meet the team, and see their food being prepared.

"The prepared meal industry has grown quickly, but scale alone does not create quality. Authority comes from process. We build sauces from scratch. We develop spice blends internally. We test relentlessly. That commitment to craftsmanship is what defines us," said David Osterweil, Founder and CEO of Fitlife Foods.

Fitlife Foods' story began with founder and CEO David Osterweil's vision to create a different kind of meal prep company—one that would prioritize culinary integrity alongside operational scale. Today, the company

operates from its Culinary Center in Plant City, Florida, producing tens of thousands of meals weekly while maintaining restaurant-level quality standards.

The company's growth trajectory reflects its unique omni-channel approach to the prepared meals market. Unlike subscription-only meal kits or national frozen meal brands, Fitlife Foods combines retail presence with a concierge home delivery service, offering customers multiple ways to access their meals. This model has proven particularly effective in Florida markets, including Tampa, Orlando, Miami, Fort Lauderdale, and Jacksonville, as well as their Atlanta location.

What distinguishes Fitlife Foods in the competitive prepared meals landscape is its commitment to culinary authenticity. The company develops all sauces and spice blends in-house, with executive culinary leadership that includes a James Beard Scholarship recipient. Every meal is designed with balanced protein targets, controlled sugar, managed sodium, and transparent macro breakdowns meeting the needs of busy professionals and families seeking performance-driven nutrition. Fitlife Foods specializes in freshly prepared meals, offering over 55 menu options across categories including FitMeals, FitBreakfasts, FitSnacks, and FitSweets. The company operates based on five core values: Winning, Ownership, Purpose, Curiosity, and Gratitude, maintaining its commitment to making a difference in customers' lives through nutrition

"Many national brands optimize for shelf life and shipping efficiency. We optimize for freshness and flavor while maintaining operational discipline. That balance is difficult, and it's where we've invested for fifteen years," Osterweil noted.

The company's success stories extend beyond business metrics to customer transformations. Testimonials from customers like Katelyn, who lost 85 pounds, and Samantha, who completed her first half-marathon, demonstrate the real-world impact of Fitlife's nutrition-focused approach. These personal achievements reflect the company's founding mission and continue to drive its expansion.

Looking ahead, Fitlife Foods remains focused on disciplined growth while maintaining the culinary standards that have defined its first 15 years. The company continues to invest in its team, now over 150 strong, and its systems to serve growing demand across Florida and Atlanta markets.

Fitlife Foods will be celebrating its 15th anniversary at the South Tampa store on March 1st from 10 am to 2 pm. The store, found at 1902 S Dale Mabry Hwy, Tampa, FL 33629, will host a plethora of vendors and community partners including Alloy Personal Training (@alloysouthtampa), Level Up Health & wellness (@levelup\_hw), Hybrid WTR (@hybirdwtr), Melt & Link (@meltandlink), Storybrook Macarons (@storybrook\_macarons), Family Fuel Nutrition (@familyfuelnutrition), The Educated Dieter (@william\_grazione), Dlites (@dlitestampa), Big Coffee Cup (@thebigcoffeecupcafe), and DJ Bones (@djbones\_). The celebration is open to the public and will include vendor freebies, raffles, and giveaways.

## About Fitlife Foods

Founded in 2011 in Tampa, Florida, Fitlife Foods specializes in fresh, chef-prepared meals that are well-balanced, perfectly portioned, and free from artificial ingredients. The company serves busy professionals, fitness enthusiasts, families, and wellness-focused customers through retail locations across Florida and Georgia, as well as through eco-friendly home delivery services. Fitlife Foods also provides meals to countless numbers of corporate organizations for them to provide to their employees as a best-in-class employee benefit. Beyond its core business of providing healthy meal solutions, the company actively supports local organizations and initiatives that promote health, wellness, and access to nutritious food throughout the communities it serves.

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For more information about Fitlife Foods, contact the company here: [Fitlife Foods](http://www.eatfitlifefoods.com)  
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### **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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