The Good Stuff makes “ready-to-blend” smoothies: sustainably grown, whole food ingredients pre-packed frozen into delicious smoothie recipes. Just add water, blend, and enjoy.

They do this because they believe in the power of positive choices. No one is perfect, but if you make just one healthy decision every day, it can have a powerful impact on your life. Their smoothies make it so the healthy choice is also the easy one. They deliver online at thegoodstuffco.com, have a smoothie bar at 4515 W 10th Ave, and can be found in the frozen section at natural food retailers across Vancouver.

Visit The Good Stuff >

Michael Steele

Michael leads growth for The Good Stuff. Previously, he worked in San Francisco for RESULTS.com, growing the venture-backed SaaS startup, and at Lighthouse Labs, growing it to Canada’s largest coding bootcamp. The Good Stuff fulfills his three passions: technology, good food, and friendship. When not blending, he can be found on men’s league basketball courts or playing with his comically undersized cat.

Graeme Taylor

Graeme leads operations for The Good Stuff. Hailing from Oiler Country (Edmonton), Graeme migrated to the coast to pursue his degree. After two years spent working within PepsiCo Foods and Kuehne + Nagel’s operations departments, Graeme had enough of the fractured global supply chain. While still not a huge fan of the rain, he can be found exploring the Sea-to-Sky corridor on his days off.