

These guys.

What happens when you take a handful of necessity, season it with inspiration and marinate it in a sauce of innovation and devotion to a principle? You get the electric light bulb. You get personal computers and phones that shoot movies and electric cars. And you get Bowls4Life.

Nothing wrong with a 9-year-old's diet. Unless you're 30.

Jack Frost (no, the other one) knew the “business world” wasn't for him. His friend, David Lent, was a professional athlete on the US Ski Team and then a professional race car driver. Suddenly they found themselves on the far side of their 20s, and knew they couldn't keep eating like kids anymore without becoming slaves to medication. Eating better was the answer, but nutrition without taste was a non-starter. So they gave up their search, and started Bowls4Life—the restaurant they'd always wanted to visit.

Nutritionally evolved bowls full of awesome.

Jack and David had strict criteria. Fresh everything, nothing canned. Nothing processed, no gluten, no GMOs, locally sourced whenever possible. Grass-fed beef, antibiotic-free chicken, eggs and pork, dolphin-safe tuna. A full spectrum of veggies, fruits, seeds, nuts and grains. All the good stuff. Except they insisted on flavors that were greater than the sum of their parts. Enter the selection of sauces—from rich to tart to smooth to spicy—to marry the flavors and textures of the fresh ingredients. But not on a plate. Instead, they chose the first serving dish, reflective of the simplicity of the ingredients, reminiscent of our first memories of eating with our families. They chose the bowl, where flavor and nutrition can dance.

More than a meal. An experience.

They didn't make Bowls4Life a fancy place; it's a family and friends place. Wooden floors, chairs, tables. Craft wine and beers. There's a menu of chef's favorites bowls, or you choose your own ingredients, sauces and side bowls. It's the kind of place you want to be for a casual meal—breakfast, lunch or dinner—made with ingredients you'd choose, but combined in a way you never imagined. There's even an app that lets you pair wine with your bowl, reserve a table, order takeout, and even score the nutritional level of anything they serve—plus recipes so you actually CAN make it at home.

Because for Jack and David, it was always about more than the food. They know the soul gets hungry, too.

This app makes your mouth water.

There are literally about a million and a half smartphone apps, yet only a few we can't live without. Many are pretty useful, others just interesting or fun. And way too many that do nothing but fill up space on your phone. When you think about it, smartphone apps have become a little like our food choices.

So why do you need this new app?

Because this app comes with its very own amazing restaurant. Bowls4Life exists for the simplest of reasons: Founders Jack Frost and David Lent wanted to stop eating like 9-year-olds, but they refused to sacrifice flavor to do it. They started with the basics: Nothing canned, nothing processed, no gluten, no GMOs, 100% fresh and locally sourced whenever possible. Grass-fed beef, antibiotic-free chicken, eggs and pork, dolphin-safe tuna. A rainbow of veggies, fruits, seeds, nuts and grains. And a selection of extraordinary sauces that will rock your palate. And once they got taste and nutrition to not only coexist, but flourish together, they chose the bowl—mankind's original, most emotionally satisfying serving dish—for its ability to mingle flavors, aromas, colors and textures in a way that turns simple, fresh ingredients into a truly special experience for breakfast, lunch or dinner.

Use the app to personalize that experience.

It lets you book a table in advance in the warm, friendly dining area, and then customize your bowl order from anywhere. Or use it to order takeout or delivery. Check our ingredients and get the details on the nutritional profile for every combination of ingredients. It even suggests pairings for your bowl from Bowls4Life's selection of craft wines and beers. The app also tracks rewards points and lets you refer friends in exchange for free items.

But it's really about the food.

The app even provides recipes for recreating your own delicious, nutritionally evolved bowls of goodness at home. Maybe most importantly, the app scores the nutritional value of your bowl with a points system that can help you track progress toward a personal goal. So you'll know exactly how good a choice you made.

Flavor and nutrition don't have to be mutually exclusive. And when they're not, magic happens. So Jack and David made a dining experience — and an app — for that.

All the good stuff. Right in your hands.

There's something viscerally delightful about cradling a bowl of delicious food in your hands. It's more than the mingling of aromas and the rainbow of fresh ingredients. It's more, even, than the anticipation of how good it will taste. It reaches back to the simplest of times and evokes a uniquely human emotional response that's been around since mankind carved and ate from the first wooden bowl—*we are with our friends and family, we have this wonderful meal in our hands, and for tonight, life is good.*

Bowls4Life is just like that—except the food is way better. And no splinters.

Our ceramic bowls are the medium we use to transform a casual meal into a special experience. We fill them with grass-fed beef, antibiotic-free chicken, eggs and pork, dolphin-safe tuna. Fresh colorful veggies, fruits, seeds, nuts and grains—both familiar and adventurous—all married with a selection of seriously epic sauces. How they go together is up to you. Customize your bowl, or choose from chef's favorite combinations, morning, noon or night.

Our bowls are generous portions of 100% guilt-free awesome. And come with an app.

No can openers in our kitchens. We use nothing but fresh ingredients. All non-GMO and gluten-free, and locally sourced whenever possible. Not because it's cool, but because it's the kind of food our bodies crave. Want more proof? Use our app to score your bowl nutritionally (you won't need an app to know how amazing it tastes). You can also use the app to order ahead or reserve space for you and your friends in our relaxed, homelike environment. It even suggests pairings from our selection of craft beers and wines—and you can use it to access our recipes so you can recreate your favorite bowl at home.

We didn't invent the bowl. But we're transforming it.

Jack Frost (seriously) and David Lent didn't have lofty goals when they founded Bowls4Life. They just wanted to stop eating like 9-year-old boys, but without sacrificing taste. They studied until they found the secret that allows both flavor and nutrition to shine, then let them dance together flawlessly in a bowl that feeds the soul as well as the appetite.