




**Natalia Barr** (She/Her) · 3rd

CEO & Founder: The Empowered Cookie

Oakland, California, United States · [Contact info](#)

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About

The Empowered Cookie is my contribution to improving America's food system. Because it's possible. Because it's delicious. And because it's urgent.

Our grocery carts are a powerful vehicle for social & environmental change. We are powerful- now let's eat like it!

Featured

Link



**Founder**  
The Empowered Cookie

Moist, chewy and soft-baked to fluffy perfection! We've replaced flour with almond meal and flax meal, and we use coconut nectar instead of sugar- giving you the high fiber, high plant-based protein, sweet treat that you're craving....

Activity

209 followers

Natalia Barr posted this · 3w

It's [#veganuary2023](#) so you know what that means! Or do you?  
Eat MORE plants.  
Watch the magic happen.

[...show more](#)

3 1 comment

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Experience



**Owner**  
The Empowered Cookie · Full-time  
Sep 2019 - Present · 3 yrs 6 mos  
Oakland

<https://www.empoweredcookie.com/>

**Skills:** Entrepreneurship · New Business Development · Wellness · Sales Operations · Marketing Strategy



**Barr Necessities (12) Gourmet Empowered Cookies on QVC**  
Our March 2020 QVC launch!

Skills

**Food Industry**

1 endorsement

**Leadership**

1 endorsement

**Recipe Formulator**

1 endorsement

Show all 14 skills →

Interests

**Companies**



**Plant Based Foods Association**  
37,455 followers

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**MarketsandMarkets™**  
102,633 followers

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