

BOCA WHIZ KIDS
SIX RISING STARS

[THE REAL SCOOP
INSIDE THE ENQUIRER]

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BEST

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From left: Daniel Schapiro and Nathan Feldman

+ did you know?

[] The "EB" in EB Performance stands for everybody, a nod to Schapiro and Feldman's belief that health and fitness is not just for athletes. "We want to bridge the gap between nutrition and taste," Feldman says.

[] EB Performance products can be purchased online at ebperformance.com; at Whole Foods markets in Boca Raton, Aventura, Coral Gables and Palm Beach Gardens; Smoothie King stores; and local gyms.

place down. And stay out of the way of the real bakers."

The two men would meet at the market around 9 p.m. and stay, sometimes, as late as 3 in the morning. "It was trial and error," Feldman says, "with an emphasis on error."

It took two years to develop the bar they wanted—PB & Whey Protein Bites, made with organic peanut butter and agave syrup. The duo then hit the road, distributing their product at fitness conventions.

Before long, the snack was available everywhere from Whole Foods stores to local gyms to college athletic departments across the United States—including the University of Florida, Louisiana State University and the University of Texas. Both men gave up their day jobs to work full-time at EB Performance.

In March, Schapiro and Feldman launched DynaBites, bite-sized chocolate chip cookies with 15 grams of protein per bag. Expect plenty more protein products down the road—including one that the pair claims could end world hunger.

Their company has grown, the two agree, simply because it never occurred to them it wouldn't.

"It's a business," Feldman says. "But it's also very gratifying when someone says 'I love your [protein] bars.'"

—KELLY WOLFE

Daniel Schapiro and Nathan Feldman

● OWNERS, EB PERFORMANCE

They began with curiosity. Then added drive. They mixed in some dogged ambition. And blended out the mistakes.

That Daniel Schapiro and Nathan Feldman turned that recipe into a successful business—EB Performance, the protein snack company they started six years ago—is, on the one hand, as much of a surprise to them as anyone. As Feldman puts it, "We've come a long way for a couple of guys who had no clue."

On the other hand, it was the perfect

blueprint for two men who started out with nothing more than a common interest. Schapiro, a financial analyst, and Feldman, a chiropractor, were workout buddies who always were searching for a protein bar that actually tasted good. When they couldn't find one they liked, they decided to make their own.

Schapiro and Feldman asked the owners of Howard's Market in Boca Raton if they could borrow their commercial kitchen at night. "They were very cool," Feldman says. "They said 'Come at night. Don't burn the