

Diana Levy

Chief Executive Officer
Undercover Snacks

Diana Levy is the chief secret agent behind Undercover Snacks. A health-conscious chocoholic and mom of three daughters, Diana developed the concept for Undercover Snacks from her kitchen table to a 24,000 square foot manufacturing facility that she helped engineer. Diana pursued a career in media, politics and almost law before she, like many parents, had to make the difficult decision to stay home with her young family. After more than 19 years out of the workforce, Diana created her own path back in, becoming a self-taught chocolatier, scientist, and business owner.

Undercover Snacks combines two of Diana's greatest passions: premium chocolate and accessibility for allergen and gluten-free families. After two of Diana's daughters were diagnosed with celiac disease, the company formally launched in 2017, scaling rapidly from neighborhood NJ stores to regional Whole Foods Markets to over 10,000+ retailers nationwide and across the globe. Undercover's Chocolate Quinoa Crisps are now available in retailers including Whole Foods Markets, Kroger, CVS, Rite-Aid, Costco, Wegman's, Shop-rite and Stop & Shop as well as onboard United Airlines.

She has innovated every step of the way, including sourcing custom-designed, state-of-the art factory equipment that can handle Undercover Snacks' 50/50 blend of chocolate and crispy quinoa – a first of its kind. Diana runs the manufacturing facility and sales operations from Undercover HQ and production facility located in East Hanover, NJ.

About Undercover Snacks

Undercover Snacks is a covert operation, crafting delicious snacks that are secretly better for you. Satisfying even the truest chocoholics, Undercover's Chocolate Quinoa Crisps offer crazy-crispy, wildly-crunchy, guilt-free, gluten-free and allergen-friendly indulgence with superfood protein and lower sugar and calories. With the perfect chocolate-to-crunch ratio, Undercover has earned the confection affection of die-hard chocoholics and health-conscious eaters everywhere, with this first-of-its-kind product. Undercover's ingredients are sustainably sourced and their dark chocolate flavors are plant-based.

The WBENC-certified company launched in 2017 as CEO & Founder Diana Levy's innovative solution for her own healthier chocolate cravings and her 2-out-of-3 daughters diagnosed with Celiac disease. Undercover Snacks are safely made in a custom engineered, SQF 8.1-certified chocolate factory located on-site at Undercover HQ in East Hanover, New Jersey. Find all six flavors of their award-winning dark and milk chocolate quinoa crisps at over 10,000 stores nationwide and across the globe, on Amazon.com and at UndercoverSnacks.com.

All Undercover Snacks are Non-GMO, Certified Gluten-Free, Rain-forest Alliance Certified, Kosher Certified and Halal Certified.