



Parents.

Smarter (and cuter) Grocery Bags

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by Jessica Lubin

I don't know about you, but I find it really hard to remember to bring my own bags to the grocery store. I can't figure out if it's my one track mind ("Must buy food") or my uncoordinated and unfashionable mix of bags, that leads me to always getting those pesky and environmentally unfriendly plastic bags. But that has all changed since I met with the ladies of BlueAvocado.

BlueAvocado is a line of sustainable, reusable and machine washable grocery bags launched by 3 women (including 2 moms) in 2008. I was immediately excited about their chic, colorful and functional products. Each bag replaces 3 plastic bags and holds up to 20 pounds of groceries! Their bags include: "Gro," a sturdy carry-all that fits nicely on your shoulder; "Chill," an insulated bag for your hot and cold needs; "Pod" which rolls up into a little ball to attach to your purse; and "Veg," which replace all those pesky plastic bags in the produce department.

I recently tested out the bags and felt chic when coming and going from the grocery store (a Whole Foods employee even commented on how great they all were). The pod is also perfect to carry around my laptop, books and other miscellaneous items that don't fit in my purse. BlueAvocado customers have even used theirs as diaper bags and have taken the "Chill" on plane trips packed with food and bottles.

And if they couldn't get any more green, BlueAvocado has teamed up with Repreve to create a bag made from 50% recycled, traceable polyester fibers made from plastic bottles and crude oil.

Oh, and one more kicker: BlueAvocado is offering GoodyBlog readers a 20% discount! Just enter goodgift20 at checkout on BlueAvocado.com. The starter kit, pictured above, is \$29.99 (before the discount) and includes a Pak (holds all the bags, and then groceries), pod and veg. Unifi Launches Repreve.com