

# NATURAL PRODUCTS EXPO WEST



## NATURAL PRODUCTS EXPO WEST REVIEW 2019

BARBARA BRUECKNER SHPIZNER



# CONVENTIONAL WISDOM WATCH

“

Changing the way we think, to create the world we want.

”

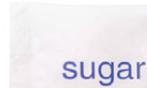
— Frances Moore Lappe  
*Author of Diet for a Small Planet and many other amazing forward-thinking books*



## HI TECH PLANT-BASED FOOD

By using technology to advance traditional product development we are now being served up some mind-bending alternatives.

CW: The tech industry finally has a seat at the table.



## RETUNED PALATE



The growing movement to de-normalize sugar is retraining America's tastebuds for healthier foods.

CW: Consumers are sweet on low or no sugar beverages.



## GRAIN FREE

Trendy Paleo and keto diets have motivated many people to ditch grains altogether in an effort to achieve better health.

CW: Grain free junk is still junk.



## MAKE IT SPARKLE



America's love of bubbles shows no sign of fizzing out. Still water may have the largest market share, but sparkling is rocking our world.

CW: Bubble, bubble, soda's in trouble.



## BETTER EXPERIENCE

We're all searching for a better life experience and increasingly seek out products that are better and better for us.

CW: It's all about us.





## HI TECH PLANT-BASED FOOD

The influence of high tech on the plant-based movement cannot be oversold. It's been a top trend for several years running, with new iterations being launched each year. Today, one out of three Americans consider himself a Flexitarian, with 52% of Americans actively incorporating more plant-based meals into their diets. Americans point to a variety of factors -- from taste to food quality/texture -- as the main barriers that keep them from eating more plant-based foods.

Should we eliminate meat entirely? Many experts are asking whether a carnivorous diet can ever be ethical and sustainable. Impossible Foods' CEO and Founder, Dr. Pat Brown, doesn't think so. His company's bold mission is to replace animals in the global food system completely. Dr. Brown continues to push his company to innovate -- to make the impossible, possible. Impossible showcased their first major product upgrade at Expo West, three years after their 2016 introduction of the first Impossible Burger. If Impossible and other major food tech companies approach their products the way Apple approached the iPhone, we can look forward to successive generations of plant-based products on a regular basis, delivering on everything that matters -- even to a hard-core meat eater.

The following are some of my favorites:

## JUST, INC. JUST EGG

<https://justforall.com/en-us/stories/egg>

In January, the New York Times ran a story on how an egg that became Instagram's most-liked post ever, after 35 million people "liked" it. Americans love eggs. But should we? The lowly egg's vaulted status as a nutrition superstar has helped maintain its popularity for decades, but in recent years egg production has been in the spotlight for its environmental impact and animal welfare issues, not to mention the recent controversy over possible health problems caused by eggs.

JUST, Inc., formerly known as Hampton Creek and Beyond Eggs, has been on a mission to address animal welfare. Their first foray into food was an egg-free mayonnaise substitute, called JUST Mayo. Four years later, they launched JUST Egg, a plant-based scrambled egg alternative made from mung bean protein. Notably, the demand for vegan egg replacers is on the rise.

As I walked the aisles of the Hilton exhibits, I almost missed JUST's booth. Out of the corner of my eye, I caught the liquid "egg" being squirted into an electric skillet and gently heated. The only adornments were a pinch of salt and a twist of fresh black pepper. I moved in closer. As the eggs began to set, the chef gently pulled the eggs across the pan to form large soft curds. The chef continued cooking -- pulling, lifting and folding the eggs -- until the eggs thickened and no visible liquid remained. Wow! We eat with our eyes first, and I felt the same anticipation I feel when I see real scrambled eggs. The color is spot on, and after a couple of bites, I was convinced: Game changer! It may not be perfect, but it's close enough.

*Made from plants, not chickens*



*A plant-based burger that is vying to upend the \$90 billion meat industry*



## **IMPOSSIBLE FOODS, IMPOSSIBLE™ BURGER**

<https://impossiblefoods.com/food/>

The next-generation Impossible Burger rolled out to about 200 restaurants throughout the country in January, and is now available to all restaurants in the U.S. Later this year, Impossible plans to launch the next-generation Impossible Burger in select retail stores.

Impossible showcased their new recipe's versatility and "likability" in a range of conventional products -- breakfast sandwiches (with real egg), Sloppy Joes and sliders. I was fortunate that in spite of the mayhem surrounding the booth, the chef was willing to grill up a naked burger for me to taste. I asked for my burger to be cooked on the rare side -- the true test of a good burger -- and was gobsmacked upon tasting. The new recipe is a huge improvement in terms of taste and texture over their original burger, which was pretty good to begin with.

To achieve this impressive leap, Impossible swapped out wheat protein for soy, some sunflower oil for coconut, and used a new binder. Another key factor in achieving the meaty, juicy taste is the inclusion of heme. After first petitioning the FDA for GRAS approval for their heme four years ago, Impossible received a "no questions" letter last July allowing them to move forward. Now that Impossible has overcome a major government hurdle with their heme, it will be interesting to see if fans are willing to "get over soy" in exchange for a plant-based burger that tastes, well, like a burger.

## WILDBRINE PLANT-BASED CREAMERY® CULTURED CASHEW BRIE

<https://wildbrine.com>

Rick Goldberg and Chris Glab, founders of Santa Rosa-based fermented-foods company Wildbrine, recently launched Wildbrine Plant-based Creamery, an offshoot of Wildbrine that will produce and sell plant-based butters and cheeses.

Plant-based dairy has come a long way -- the exhibit halls were filled with impressive cream cheese-style spreads, yogurts and butters. However, no company has come close to cracking the code on artisan cheese, until now. Wildbrine's new cultured cashew brie is remarkable, and I believe it will ease any cheese lover's transition to dairy-free. On its own, the line is a delicious experience. As a brie alternative, it's incredible. What sets this cheese apart is the distinctive non-dairy edible bloomy rind that will fool you into thinking it's the real thing. Chris enthusiastically told me that they use the waste stream from their fermented products to make their brie. Not only are they making delicious non-dairy cheese, but they're upcycling, too!

*Creamy vegan brie that moves the needle closer to real dairy.*



Photo courtesy of Erin Cabrey, NOSH



## RE-TUNED PALATE

Taste is a complicated business. In evolutionary terms, we're programmed to prefer sweet flavors to bitter ones. Case in point, sweet ripe fruits provide nutrients and energy, while bitter flavors appear in dangerous plant poisons, which we're better off avoiding. Our preferences evolved as we ate more highly processed, sweet, salty and fatty foods. Twenty-five years ago, when Mattson conducted consumer tests on the first prototype of Frappuccino, the major feedback we received from consumers was that the drink wasn't sweet enough. Consumers wanted more sweetness and less coffee flavor -- just the opposite of what consumers ask for today. Over the past few decades, as Americans ratcheted up their preferences for ever sweeter and bolder tastes, consumers were bombarded with studies and reports warning of health risks associated with elevated sugar consumption. The solution? Sugar alcohols and high-intensity sweeteners to maintain the sweetness, and select ingredients to boost umami flavor. But recently, the tide has turned again, with a changing culinary landscape propelled by social media and television coverage.

American taste is changing, as our food preferences retrain our palates to be healthier. The move toward a whole foods based diet, and away from highly processed foods, helps acclimate the palate to more nutritious food. Many health professionals believe that just a few days of eating bland, better-for-you food can reset your palate. Evidently, by eliminating the food you're accustomed to eating, your taste buds adjust and reverse their tolerance.

An increasing number of consumers are changing their food habits to favor healthier products. Emerging brands with low or no sugar added, and brands that use natural sweeteners such as honey, molasses or date syrup to add a bit of sweetness, have found winning strategies.

Here are a few of my favorites:

# NOW PLANTING® PLANT-BASED SOUPS

<https://nowplantingfoods.com>

Now Planting's parent company, Curation Foods, was born out of a rich history in fresh produce. First founded as Apio, Inc. in 1979 by five growers in Santa Maria Valley, California, the company received worldwide exposure when President George Bush banned broccoli from Air Force One. In response, Apio sent a truckload of broccoli to the White House and asked the President to reconsider his decision. Broccoligate turned out to be a gift. Apio received an avalanche of press coverage and parlayed their good fortune into one of the first lines of fresh-cut bagged vegetables. The company became an innovation leader in fresh produce.

This year, they completed the transformation from packaged fresh vegetable company to innovative natural foods company, and consolidated its portfolio of six brands under one parent company with a commitment to provide access to fresh plant-based foods to as many people as possible.

For its debut, Now Planting launched a line of pure-plant soups with unique plant-based toppings in a transparent domed lid. It takes real skill to make food with a few simple ingredients taste good without a lot of fat, salt and sugar. Now Planting's nutritional profile is good, too. Each serving provides five to seven grams of protein, with less than 500 mg of sodium. What little sugar is in the soup comes directly from the vegetables. Now Planting is definitely on track with a taste that consumers want, bringing something entirely new to the refrigerated aisle.



*Pure plant meals for the  
plant-forward consumer*



*Making it easy to get fresh, wholesome organic vegetables into your daily life*

## MEDLIE™ ORGANIC VEGGIE DRINKS

<https://medlie.com>

What do you do when you're wanting to cut down on sugar? You go savory! The core reason the juice industry is in decline is the pervasive consumer aversion to sugars and artificial ingredients. Over the past five years, vegetable-based juices have experienced significant market growth. This growth dovetails the increasing adoption of a healthy lifestyle, particularly among Millennials, the largest segment of cold-pressed juice drinkers.

Medlie, formerly Zupa Noma and sister company to Smashmallow and Krave, before it was sold to Hershey, is a young company with a young team who want to make it easier for consumers to eat their veggies and have fun doing it. Their plant-based, ready-to-sip Veggie Drinks are organic, gluten-free, Whole30® approved, with no added sugar -- but most importantly, 5x less sugar than most cold-pressed juices. Their 12-oz. drinks are perfect for a light meal or snack. I sipped my way through their drinks, sampling a different variety for breakfast each morning of Expo. They were all great. Blended juices are by far the largest segment of the juice market, and it takes skill to get the taste and nutrition just right.

## UNREAL® DARK CHOCOLATE COCONUT BARS

<https://getunreal.com>

US consumers love candy. Per Packaged Facts, spending on chocolate candy alone in 2018 was expected to top \$23 billion.

Unreal Brands was the first company to tackle Big Candy with a true better-for-you mission. Unreal's peanut butter cups and chocolate gems -- healthier versions of Reese's Peanut Butter Cups and M&Ms, respectively -- are perfect examples of delicious candy made with wholesome ingredients, quality chocolate and considerably less sugar than their national brand counterparts, without sugar alcohols or high-intensity sweeteners. There's no taste compromise with this candy, and their beautiful purple, teal and green gems are Instagram worthy.

Unreal has now set their sights on Hershey's Mounds Bar, the nut-free sibling of Almond Joy. Their new coconut bar is made with only three ingredients, has 50% less sugar than Mounds, and no corn syrup or sugar alcohols. For real!



*Another iconic candy gets “unjunked”*



## GRAIN FREE

Grain-free is an extension of the gluten-free trend, and has been gaining traction slowly over the past few years. While grain-free products are still niche, they're becoming more mainstream. If this trend continues, it could be bigger than gluten-free, which is expected to reach \$1 billion by 2021, according to Euromonitor.

A few new brands are betting on grain-free. Simple Mills has seen tremendous growth in its 3.5 years in business. This didn't happen simply by swapping out grains for nuts, seeds and roots, but also by creating delicious products that consumers want to eat.

Eating grain-free involves eliminating all grains such as wheat, rice, corn, oats and barley. Many of the top foods Americans consume for the largest percentage of their calories are grain foods — and not just any grains, but low nutrient density processed, refined flours combined with sugar.

Grains aren't the devil, but many people are finding that a grain-free life provides relief from some serious health complications. I put my dog, on a grain-free diet at the urging of our veterinarian. The results were amazing, with a complete reversal of her autoimmune symptoms. Hey, If it works for dogs, why not people?

Here are some of my favorites:

## SIETE FAMILY FOODS GRAIN FREE TORTILLA CHIPS & TORTILLAS

<https://sietefoods.com/>

Most companies are born out of a personal need. Veronica Garza, co-founder and president, explains that when she was a teenager, she was diagnosed with multiple debilitating autoimmune conditions. Together, with the love and support of her family of seven (siete in Spanish), the Garzas started learning about the ways that food can either heal or harm. At her brothers' urging, Veronica adopted a low-inflammation, grain-free diet, and the entire family joined her. The Garzas are a Mexican-American family from South Texas, where tacos and fajitas are a dietary staple, enjoyed on flour and corn tortillas. Rather than eliminating these foods from her diet, Veronica started making grain-free tortillas for her family. As Veronica says, "When your grandma, who had been making tortillas for decades, tells you that your grain-free tortillas taste better than her flour tortillas, you know you've got something special." So the Garzas founded Siete Family Foods and started commercially making grain-free tortillas and tortilla chips. After tasting their products, I have to agree with grandma. These are great products.

*Amazing things happen when a family joins together in their journey toward health.*



*Crispy organic quinoa with just enough chocolate helps fuel a movement*



## **UNDERCOVER CHOCOLATE CO.® ORGANIC CRISPY QUINOA®**

<https://www.undercoverchocolate.com>

Diane Levy founded Undercover Chocolate Company in 2013. Initially, she made traditional decadent chocolates and confections, but before long she decided to make better-for-you products. Shortly after starting her business, two of her daughters were diagnosed with celiac disease. Diane began working with crispy quinoa, layering it with premium milk and dark chocolate. The result is a simple, delicious, satisfying snack that delivers on taste similar to a Nestle Crunch Bar but with 2x the protein, 4x the fiber and 75% less sugar!

Botanically, quinoa is related to beets and spinach, and is designated a “pseudograin.” A confluence of dietary trends has worked to make quinoa popular right now. Consider that this pseudograin superfood is gluten-free and grain-free, has high nutritional density, and is a complete protein appealing to vegans, vegetarians and flexitarians alike.

The grain-free movement may have had a slow start, but it is quickly picking up steam. Delicious snacks like Undercover are helping to build the movement beyond a better-for-you niche, representing a fundamental shift in the way consumers eat.

# JACKSON'S HONEST® GRAIN FREE PUFFS

<https://jacksonshonest.com/>

Once considered a children's snack, puffs are suddenly everywhere and for everyone. Thanks in part to new bases, sophisticated flavors and better-for-you profiles, demand for puffs is growing. What appears to be an overnight explosion of puffed and popped snacks, has actually been a trend that's been gaining steam for a few years. Snacks are a \$33 billion category, with puffed snacks outpacing all other snacks 9 to 1. It's hard to beat a snack that satisfies cravings for something crunchy while saving on calories.

It's becoming increasingly clear that lifestyle ingredients are a winning growth driver for the snack category. Jackson's Honest founders Megan and Scott Reamer have expanded their snack offerings with a new grain-free puff that's fried in organic coconut oil. The Reamers started Jackson's Honest in response to their son Jackson's rare autoimmune disease, forcing the family to resort to a highly restrictive diet. Over the course of this dietary journey, they continue to reimagine the snacks they love and love to share.

More vegetables, fewer grains is a challenging goal for most consumers seeking better balance in their diet, when most major puff snacks are made from rice or corn and cooked with vegetable oils. After a year of intense trial and error, Jackson's Honest found a way to create puffs from root vegetables and peas. We can all feel a little better about snacking.

*A popular salty snack reimaged*





## MAKE IT SPARKLE

In 2018, Americans consumed approximately 821 million gallons of sparkling water, almost three times the amount purchased in 2008, as reported in the Wall Street Journal. While sparkling water on the whole has seen impressive growth, canned sparkling water in particular has emerged as a huge contributor to category performance.

Seltzer and sparkling water, particularly those high-end brands from France and Italy, were big in the 80s before diet sodas and sports drinks became the low-to-no-calorie drink of choice. But recently, there's been a resurgence. Everyone knows about the rise and rebirth of La Croix. And San Pellegrino, is a high-end brand from the 80s, has been revitalized with a sleek new line of low-cal sparkling water with vibrant flavors of real fruit juice. Leave it to the Italians to create a design so cool that it feels like a must-have accessory.

Several brands, including Hoplark, Teatulia, and Up to Good showcased sparkling tea & cascara beverages. Napa Hills and HopTea brands launched intriguing zero-alcohol drinks offering the flavor and experience of an alcoholic drink without any of the after-effects. And, if that isn't enough good news for sparkling, SAPI, MatchaBar and OLIPOP are making a big splash with their functional sparkling drinks. All of these companies prove that there's more than one way to hydrate.

Here are a few of my favorites:

## HOPLARK™ HOPTEA

<https://hoptea.com>

Dean Eberhardt was approaching the last days of his first Whole30 diet, a program designed to eliminate cravings, improve energy and sleep, relieve medical symptoms, and lose weight healthfully and sustainably in 30 days, when he and his best friend, Andrew Markley, visited a craft brewery. Realizing that there was nothing at the brewery without calories and alcohol, the idea for HopTea was born.

What Dean thought was a rush to the finish line of a life-changing diet, turned out to be a life-changing career move. Dean and Andrew claim it took them over a year, and hundreds of batches, to formulate a product that was delicious without using any sweeteners. The result was the first of its kind, a zero-calorie hop-infused sparkling iced tea that tastes like a craft beer.

Millennials, who drive so many trends these days, are actually drinking less alcohol. The idea of craft products that act like alcohol without getting you drunk seems contradictory, but products like HopTea are winning us over.



*This is what happens when you  
brew tea like a craft beer.*

*Upcycling a traditional food waste to create a second revenue stream for coffee farmers.*



## UP TO GOOD™ SPARKLING CASCARA

<http://uptogoodenergy.com/>

Coffee-cherry tea may be a relatively new drink for the U.S. but it's been consumed in Yemen and Ethiopia for centuries. The tea is made from the discarded skins of coffee cherries -- the fleshy outer casing that protects the coffee bean as it grows.

Coffee skin -- or as it's better known, cascara- -- is having a moment. Starbucks recently introduced new drinks sweetened with a cascara syrup; smaller producers, such as Stumptown Coffee Roasters and Blue Bottle Coffee, are adding it to their menus as a coffee and sparkling drink.

On the heels of these drinks, Up To Good, a new start-up company, introduced a sparkling cascara in a sleek can. This upcycled energy drink is deliciously refreshing, delivering a slightly sweet, full-bodied taste with subtle fruity and floral notes.

Ethical, equitable supply chains have long been a challenge and opportunity in coffee and tea. Environmentally conscious consumers can feel good that upcycling a traditional food waste is creating a second revenue stream for coffee farmers and helping to promote sustainability practices.

## MATCHABAR HUSTLE®

<https://matchabar.co/>

Five years ago, Max and Graham Fortgang opened America's first matcha cafe in New York City. The challenge: nobody knew how great matcha was, or even what it was. So the brothers did whatever it took to spread the word -- held classes, opened pop ups, hosted media events, and even turned their cafe into a speakeasy at night. After a year of non-stop hustling at the cafe, things were rocking. Next, the brothers decided to go big, launching a RTD matcha in a bottle. Within a short time, MatchaBar was selling nationwide. Eventually, they opened a cafe in Los Angeles, and learned the language of energy. Their new sparkling beverage is the first energy drink powered by matcha.

Even though matcha was a trend in 2018, I don't see it slowing down. Matcha is currently the fastest growing segment of the global tea market and expected to grow from \$1.4 billion to \$1.8 billion by 2024 in the U.S. With matcha, you're not just getting flavor; you're also getting all the nutrients from the whole leaf. But what matters most -- people love matcha because it's delicious.



*The first energy drink  
powered by matcha.*



## BETTER EXPERIENCE

A couple of years ago, I heard Brian Solis, a self-proclaimed “Digital Anthropologist,” speak on the topic of Digital Darwinism -- the evolution of society and its impact on behavior, expectations and customs. He explained, “If you do not disrupt yourself, it will be a gift given to you by someone else.” Our current state of evolution revolves around the “EGOsystem” where we’re doing new things better that make the old ones obsolete. Tesla, Lyft and Airbnb are just a few examples. Starbucks exists because Howard Shultz wanted Americans to have a better coffee experience.

Today we have cold brew, nitro and flash brew coffee because they can deliver even better experiences than a European-style cup of joe. Millennials and younger kids are seeking elevated food experiences, and they’re willing to buy higher quality products with better ingredients. Premiumization of the Food & Beverage Industry has been on the rise for a decade, but we’re now headed full throttle to a world where experiences are more important than products.

Here are some of my favorites:

# JULIAN'S RECIPE<sup>®</sup> POTATO CRISPS

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

Julian's new line of potato crisps don't just taste fabulous, they also look fabulous. They are made from heirloom potatoes -- French Fingerlings, Rose Fingerlings, Harvest Moon, and Alegria Potato Varieties -- thickly sliced and vacuum fried to create hearty, crunchy chips. Every one of their four flavors are delicious, and because they are vacuum fried, they have 40% less fat than regular chips -- but you'd never know it!

As I stood at Julian's booth, ogling over Chef Alex's chips, I engaged in conversation with a gentleman standing next to me. He introduced himself as Farmer Paul, the farmer who supplies these amazing potatoes to Julian's. I love good potato chips, but these were especially good potato chips -- and I wanted to know the secret. The founder, Alex Dzieduszycki, is a world class chef who trained with the world famous Chef Jean-Georges Vongerichten and created ALEXIA Foods, a successful potato, bread and appetizer business that was later sold to ConAgra. Ok, that's part of the reason. The other part is the quality of the potatoes. Farmer Paul explained that years of soil regeneration and working with nature helped to create a rich medium for growing his special varieties that offers an intense flavor that puts these spuds in a class of their own.

*Product innovation genius strikes again.*



## BONAFIDE PROVISIONS® ORGANIC BONE BROTH KETO CUPS

<https://www.bonafideprovisions.com>

Bone broth, initially popular with the Paleo crowd, is now being sold widely as a superfood, with health benefits that say it can cure whatever ails you. Brodo may have been the first to sell bone broth by the cup, but today the growing mass appeal of bone broth has garnered lots of competition: dedicated broth shops are popping up across America; “broth-baristas” sell cups of broth from carts; and supermarkets are riding the wave with freezer-packs and bone-broth-enriched juices.

Bonafide Provisions, formerly Real Bone Broth, was founded by Sharon Brown, a mom and Clinical Nutritionist, who used bone broth to heal her son’s chronic illness and help thousands of clients. The US bone broth trend is being driven by small companies and Bonafide Provisions is the category leader of frozen, organic bone broth.

Using their premium bone broth as a base, Bonafide launched a first-of-its-kind line of Keto Broth in a convenient heat-and-go cup. The new line combines key nutrients that support and promote ketosis. To get the benefits of ketosis, the body needs fat and the ability to digest fat. Brown explained, “to digest fat, you need glycine, and bone broth is one of the best whole-food sources of glycine.”



*Bone Broth 2.0*

## VERVE NITRO FLASH BREW COFFEE

<https://www.vervecoffee.com>

Verve, a Santa-Cruz based roaster that produces a world class quality craft coffee, launched a first-of-its-kind, ready-to-drink Nitro Flash Brew Coffee. As the only flash-brew ready-to-drink coffee on the market, Verve is leading the industry into the next wave of convenient craft coffee.

Verve co-founders Colby Barr and Ryan O'Donovan decided that there were enough ready-to-drink cold brew coffees on the market. And they should know: cold brew has been a foundational element of Verve's 12 retail cafes and on-draft keg service since the first Verve Cafe opened in 2007. Yet Verve has recently undergone a major change, shifting its entire operation to flash brew coffee, a completely different brewing technique than cold brew or iced coffees.

One strategy for success is, learn to unlearn. Verve cleared their minds of all the legacy bad habits of making cold coffee. They then applied their precision brewing mindset, the same way they brew pour-overs and espressos, focusing on pressure and temperature. According to Baar, the end result is closer to an iced pour-over coffee, which is how Verve prepares iced coffee in its cafes. Baar describes cold brew as "flat"; by contrast, flash-brew coffee is "dynamic and vibrant." Baar and O'Donovan are hopeful that as their new line of RTD coffee arrives on retail shelves, consumers will appreciate the taste difference between flash brew and cold-brewed coffee.

*This is not cold brew*





# Not JUST world-class product development



**Barbara Brueckner Shpizner** is a professional food developer at Mattson—the country's most experienced, independent developer of new food and beverage products for the retail foods industry, as well as food service and restaurant chains. Barbara's career in the food industry spans 38 years, with the last 18 years focused in the natural and functional food channels. Barbara's expertise at Mattson includes innovating and developing products for some of the nation's largest companies along with many mid-size companies, startups and international food companies. After more than three decades, her vast knowledge of the food industry has given her a better understanding for how the food we eat contributes to our basic quality of life—from our health to our happiness.

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Mattson is North America's premier food and beverage design and development firm. We help companies fully realize their innovation potential with consumer-driven whitespace identification, new concept development and optimization, prototype development, branding and package design, scale-up, and commercialization. We take clients from strategy to market readiness. We work for startups, mid-size companies, and billion dollar+ multinationals, across all channels, technologies, and need states.



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