



DEVELOPMENT



COMMERCIAL-
IZATION

SNACKING WITH AN UPSIDE™ SUSTAINABILITY FOCUSED CPG

THE CHALLENGE

American businesses and farms spend \$218 billion a year, growing, processing, transporting, and disposing of food that is never eaten. Kazoo is on a mission to get more out of the food we grow and in the process, waste less. The Kazoo team identified a food grade corn germ that was going to waste (animal feed) and figured out a way to upcycle it into a great tasting snack with a sustainable upside.

OUR WORK

Kazoo partnered with Mattson to assist them with commercializing their benchtop recipe. The Mattson team identified a manufacturing partner, and conducted virtual plant trial support and optimization of a novel tortilla chip ingredient during the COVID-19 pandemic.

In addition to fine tuning the patent pending tortilla chip manufacturing during the scale-up process, Mattson worked with Kazoo to develop four seasoning blends for the chips.

THE RESULT

Each 11oz. bag of chips achieves a water footprint savings of 20 gallons without compromising on taste. Kazoo chips are available at Hy Vee, Market of Choice and soon Whole Foods.