

Mondelez invests in functional foods startup Uplift Food

Multinational snack foods giant Mondelez International has taken a minority investment in Uplift Food, a US-based early-stage startup focusing on prebiotic functional foods. This is the first venture investment Mondelez is making as part of SnackFutures, the company's innovation and venture hub aimed at unlocking snacking growth opportunities around the world.



A key pillar of the company's growth strategy, SnackFutures is designed as an independent hub that brings three core tenets of growth under one umbrella to accelerate innovation: invention of new brands and businesses, reinvention of small-scale brands with large-scale potential, and venture investments with start-up entrepreneurs.

"Together with Uplift Food, we have a unique opportunity to disrupt the functional food category by delivering 'snackable' products focusing on gut health – something that does not exist today," says Tim Cofer, executive vice president and chief growth officer of Mondelez International.

Functional snacking is a strategic area for SnackFutures as consumers are increasingly looking for their snacks to deliver benefits, but options are currently limited. According to Mondelez, the SnackFutures team will work with Uplift Food to make gut health more understandable, accessible, and enjoyable through new forms and flavors. Beyond the financial investment, SnackFutures will also provide strategic support in areas like marketing, distribution, R&D and sourcing.

“Partnering with SnackFutures will undeniably strengthen Uplift Food’s capacity to live our mission of seeing everyone benefit from the consumption of gut healthy foods. The SnackFutures team provides the industry experience needed to make our dream a reality, and the continued support they show us to hold onto our nutritional and ingredient integrity allows us to remain true to our core values and grow,” said Kara Landau, dietitian and founder Uplift Food.

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