NEWS | GLOBAL

PepsiCo to bring Nutrition Greenhouse programme to US

PepsiCo has announced that it will introduce its Nutrition Greenhouse start-up accelerator programme in the US, following the success of the scheme in Europe. The European Nutrition Greenhouse scheme is currently in its second year, and this year’s progra

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PepsiCo has announced that it will introduce its Nutrition Greenhouse start-up accelerator programme in the US, following the success of the scheme in Europe. The European Nutrition Greenhouse scheme is currently in its second year, and this year's programme featured brands who have produced products such as non-alcoholic wine, vegan-friendly drink capsules and soy-free fermented dairy alternatives.

The programme in the US aims to find and support ten emerging brands in the food and beverage sector who have developed particularly innovative nutritious, natural and sustainable product concepts which could help to transform the industry.

Selected start-ups will receive $20,000 in grant funding and will participate in a six-month business optimisation programme, which is designed to accelerate the growth of successful applicants.

Companies will receive advice from PepsiCo mentors from a number of PepsiCo's leading brands, including Quaker, Naked, KeVita, Stacy's, Red Rock Deli and Off the Eaten Path.

Once the programme has concluded, one start-up will receive a further $100,000 in funding to continue its expansion, as well as an opportunity to continue their partnership with PepsiCo to further their future growth.

Read online: https://nuffoodsspectrum.in/news/31/13025/pepsico-to-bring-nutrition-greenhouse-programme-to-us.html
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