

Embrace Foods: Gluten Free Recipe Optimization

Embrace Foods is a start-up company in Toronto that specializes in the production of gluten-free products such as cookies, bars, cereal and a smoothie mix. A boom in consumer interest prompted the company to seek out FIRSt for help scaling-up two gluten-free products of their Nature's Quinoa cookie and bar product lines.

The product line developed by Embrace Foods incorporates a variety of gluten-free ingredients, like quinoa, millet and buckwheat and were originally developed to showcase the benefit of eating healthy, without sacrificing a product's quality or taste. Besides being a healthy snack alternative, Embrace Foods' bars and cookies cater to individuals with Celiac disease or who suffer from gluten sensitive allergies.

When completed, Embrace Foods will have two scaled-up recipes that will help them better meet their current and future consumer demands.

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