

# Case Study: Matriak Foods



## Market: USA

Matriak Foods upcycles vegetable farm surplus and fresh-cut remnants that would otherwise be wasted and sent to landfill – therefore significantly contributing to global warming – into healthy, delicious, low sodium vegetable products for schools, hospitals, food banks and other food service channels.

Matriak Foods worked with River Run Foods, a co-packer that recently began filling Tetra Pak® cartons, to develop the recipe. The Tetra Pak Product Development Centre in Lund (Sweden) also supported these efforts.

“The key was to find the appropriate concentration of condensed broth that could easily be prepared by consumer and commercial chefs into a flavourful multi-use broth,” says Anna Hammond, founder and CEO of Matriak Foods. “The result is that a single carton creates 2.5 gallons of delicious broth, diverting approximately one pound of waste from landfills and reducing greenhouse gases by 2.9 pounds.”

Tetra Pak also provided support on Matriak Foods' package design to clearly communicate the brand's mission, including Tetra Pak® and FSC™ logos to communicate its sustainability position. The new product was launched in March 2020, and the company anticipates that it will distribute more than 200,000 cartons by the end of 2020.

**This case study is one of many.  
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