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MUUN CHI JOINS UPCYCLED FOOD ASSOCIATION

August 4, 2020 - REDONDO BEACH, California - muun chi has become a member of the Upcycled Food Association, an organization founded in 2019 to reduce food waste by growing the upcycled food economy.

“Upcycling is central to what we do at muun chi, and we are delighted to join the Upcycled Food Association as a member,” commented Manette Jen McDermott, founder and chief executive of muun chi. “We’ve made a lot of progress in upcycling the fiber-rich pulp from our partner organic juicers and nut milkers into muun chi’s prebiotic granola, muesli, crackers, and chews. We look forward to contributing what we have learned to the community that UFA is building and to benefiting from other member-entrepreneurs who are pioneering imaginative food upcycling opportunities.”

The UFA was created by a group of food companies that recognize the power of collaboration in growing a successful new food category. Through research, networking, and policy advocacy, the organization is helping to build a food system that no longer wastes 40 percent of what it produces.

“We are pleased to include muun chi in the community of over 80 members and associate members that UFA has assembled during its first year of operations,” said Turner Wyatt, chief executive officer of the organization. “The passion and creativity of companies such as muun chi is pointing the way toward a more sustainable food system.”

ABOUT MUUN CHI

Founded in 2019 and based in Los Angeles, muun chi is dedicated to changing the way we experience food and, simultaneously, promoting a food system that respects our precious Earth. The company believes that food is medicine for the body and, consequently, provides only organic, plant-based beverages and snacks that offer functional health benefits. muun chi’s focus is the microbiome of the gut, an important pillar of overall health. The sustainability of our beloved planet is an equally important priority. muun chi recovers fiber-rich pulp and peels from partner juicers and nut milkers and converts (upcycles) what would otherwise be discarded into ingredients for many of its products. All of the company’s products are made from real food (not processed) ingredients and are free of dairy, soy, gluten, GMOs, and refined sugars. For additional information on muun chi, please visit www.muunchi.com.

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