

Food Product: Tofu chips (Healthier alternative to potato chips)

Brand Name: Soy Boys

Role: Logo Designer, Packaging Designer and Prototype Constructor



Food Product: Granola (Flavored granola inspired by Asian spices)
Brand Name: East
Role: Brand Name Developer, Logo Designer, and Packaging Designer



Food Product: Yogo Mix (Freeze dried yogurt bites)

Brand Name: Zen

Role: Logo Designer, Packaging Designer



Food Product and Packaging Competition Results
(featuring my designs for Zen Yogo Mix and East)

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#FoodProdPro
Competition 2016
Winners!

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Zen Yogo Mix - Freeze-dried fruit and nut mix in five unique flavors:

- Aloe and Lychee
- Chai Tea
- Mango Lassi
- Saffron and Rosewater
- Matcha Cream Cheese

BEST IN SHOW

Savör - Savory ice cream line in four unique flavors:

- Goat Cheese with Prosciutto and watermelon
- Coconut Curry
- Avocado wasabi with Candied Ginger
- & Sriracha Mango

BEST PITCH

Koji Joy - Koji fermented yogurt pudding product line is dairy-free and comes in

- 3 flavors: Rose d'Amour (Rose and Lychee)
- Lavender Reverie (Lavender and Apple)
- Mint Tarte (Mint and Lime)

Most Likely to be part of a Healthy Diet!

East - Exotic sweet and savory granola blend drawing upon cultural flavors of Asian countries to provide three unique and delicious flavor experiences:

- Indian Masala
- Thai Red Curry
- Japanese Nori

BEST PACKAGE

Raze Waffles - European style, yeast-raised waffles in a variety of sweet and savory flavors:

- Original
- Pizza
- Dark Chocolate
- Candied Pecan

BEST FLAVOR EXPERIENCE!

veggie Mights - veggie leathers in a rainbow of flavors:

- Can't be Beet (Red)
- How Happy I Yam (Orange)
- Mellow Yellow Sweet Potato (Yellow)
- Green Ki-wheel! (Green)

Most Eco-friendly!

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**FST 160: Food Product
Innovation & Development**

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Food Product and Packaging Competition - Grand Prize Winner announcement
(featuring my design for Zen Yogo Mix)



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Shout out to a few of the final exam winners from yesterday's @ucdavis & @mateolan's course #FoodProdPro & #FST160!



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