Pop Zest- Millennials Mixing up Vegan Staple: Nutritional Yeast

Millennial founders turn to crowdfunding to move nutritional yeast beyond commodity status though Pop Zest’s gourmet, vegan blends: Artisan Cheese, Butter and Olive Oil & Herb.

BOULDER, Colo. (PRWEB) November 20, 2018 -- Flavor Train LLC, the startup behind Pop Zest, recently introduced their gourmet nutritional yeast seasonings to Amazon and select natural retailers and have gained tremendous response from customers, vegan festivals and trade shows like The Natural Products Expo East and Summer Fancy Food Show proving that their innovative take on nutritional yeast has a place in many dietary preferences ranging from vegan to omnivore. Following their nomination as a finalist in the nationally recognized CPG Editor’s Choice Awards which recognizes innovative upcoming condiments in the natural food space, they’ve focused their efforts on expanding Pop Zest’s distribution throughout the U.S. and abroad by turning to crowdfunding.

Pop Zest was born from stick-to-itiveness, no prior industry experience and a passion for showcasing the flavor and nutrition of plant-based foods. Victoria Bell and Taylor Hay, the duo behind Pop Zest who met online, leveraged graphic design knowledge gained from one of Victoria’s community college courses, in-house manufacturing and continuous networking to build their product from the ground up in an affordable way. Their toppings can be found in the popcorn aisle of select natural independent retailers, and their break into the industry proves that determination can make up for lack of industry experience. Yet Pop Zest didn’t gain traction overnight. As co-founder Victoria put it,

“When you venture beyond the classroom it’s incredible the connections, knowledge and lessons you can gain in a short period of time. As a millennial, I certainly underestimated the power of multiple failures as an integral part of future successes.”

Part of their success has stemmed from the exponential growth of veganism in the past few years. Drawn to the vegan food movement’s message and innovation, they found nutritional yeast’s savory, umami flavor profile and impressive health benefits to be the perfect canvas to create their blends. For those who are already fans of nutritional yeast and know it by its slang term “nooch,” the two amusingly refer to Pop Zest as “nooch 2.0.” Pop Zest is all-purpose, Non-GMO, low sodium, contains plant protein in every teaspoon and is flavored with natural ingredients like nuts, herbs, spices and vegetable powders. Additionally one teaspoon of Pop Zest contains 30-40% your daily B12 and only 40-45mg of sodium compared to salt which has 2,000mg per teaspoon. Pop Zest is a great way to add a punch of flavor and nutrition to a variety of foods.

Being a self-funded startup company, the duo just launched their Kickstarter crowdfunding campaign to aid their investments in retail promotions and placement and online marketing so they can continue spreading awareness about veganism and the many tastes of vegan cuisine. Their campaign is active through December 17th and accepts pledges in the U.S. and internationally. Follow them on @popzest for the latest.
Contact Information
Victoria Bell
Flavor Train, LLC
+1 3037461814

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