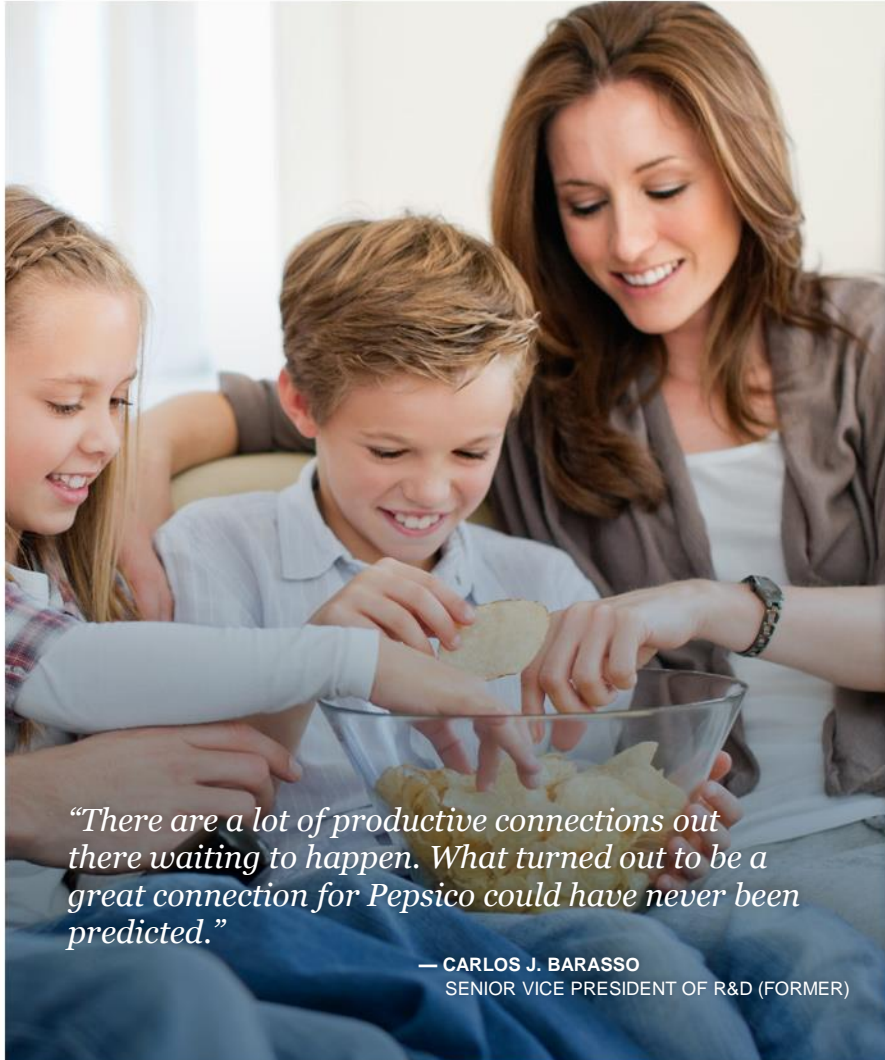


SUCCESS STORY

FRITO-LAY/PEPSICO DESIGNER SALT



“There are a lot of productive connections out there waiting to happen. What turned out to be a great connection for Pepsico could have never been predicted.”

— CARLOS J. BARASSO
SENIOR VICE PRESIDENT OF R&D (FORMER)

OVERVIEW & CHALLENGES

- Consumers demanded better ingredients and reduced sodium in food products without sacrificing taste.
- PepsiCo was looking for ways to reduce sodium in Frito-Lay brand of chips without losing the salty flavor.
- They sought new formulation technologies for creating nano and micro-sized particles, suspending for transportation, and application and drying techniques for halide salts.

RESULTS

- A new approach was identified from a Swiss research lab that was testing a relevant pharma application for osteoporosis.
- Designer salt was created by increasing the salt’s surface area; decreasing sodium levels while retaining a salty punch.

KEY TAKEAWAYS



- A food need was translated into a pure science question.
- Actual need was not revealed in the Technology Search (RFP), thus protecting IP.
- Solution identified was cross-industry (pharma).