

NATURALLY GOOD
**BUSINESS
SUMMIT**

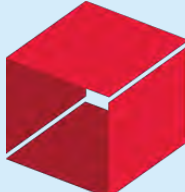
**1:00pm – Lunch & Learn: From Start-up
to Seed Funding in One Year**



Kara Landau
Founder
Uplift Food



Katrina Borisjuk Cohen
Director
Snack Futures Innovation

Summit Sponsor:  **UNLEASHED**



Uplift Food
Kara Landau
CEO and APD

The Uplift Food Story

FROM DREAM TO REALITY



2013

After extensive scientific research Kara authors and publishes 'The Clean Separation' explaining how to use the power of a gut healthy anti-inflammatory diet to support your mood after a stressful life event.



2017

The clear vision for Uplift Food, the missing brand from anywhere in the world is born; Kara goes all in, devotes 100% of her time and savings to setting up the company in her home country.



2019

Uplift Food launches in the USA and receives the first ever investment from global food company Mondelez International's new SnackFutures venture arm.



2012

Our founder and dietitian Kara Landau ends a long term relationship, moves to NYC, adamant on healing her broken heart with the power of nutrition, and completes her Masters in NYC.



2014-16

Kara promotes a prebiotic gut healthy diet to support mood across the global media, acts as a spokesperson to well aligned gut healthy brands and supports others to develop new healthy products.

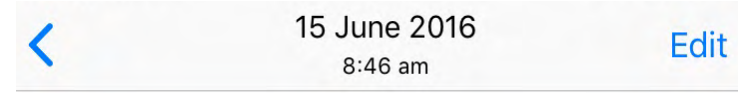


2018

Uplift Food - The world's first dietitian created functional food brand focused exclusively on the mood supportive benefits of gut healthy prebiotics is born, with the first signature natural psychobiotic prebiotic powder, the *Daily Uplifter* launching in Australia.

WWW.UPLIFTFOOD.COM.AU

Sharing Your Ideas



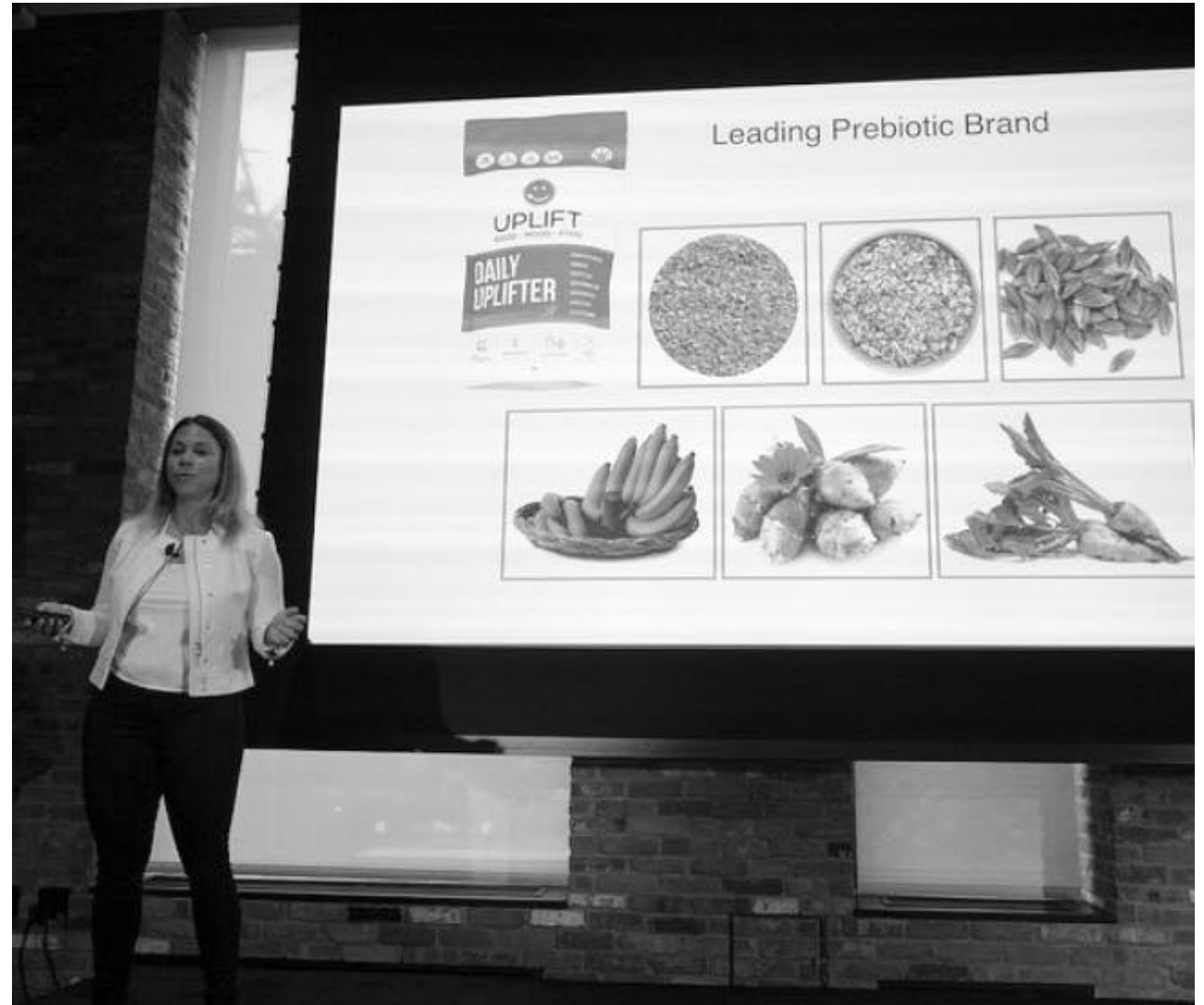
March 2018 - Launch Online in Australia



Naturally Good 2018



Accelerator



Events



Pitch Fests + Awards

Natural Products EXPO™



Uplift Food is a functional food brand focused exclusively on the mood supportive benefits of gut healthy prebiotics. Our selection committee loved the growth potential for this brand, the focus on consumer education and the overall mission.

The founder and head dietitian, Kara Landau, will be pitching in Baltimore.



Industry Expert Support



David L. Katz, MD, MPH, FACPM, FACP, FACLM • 1st
CEO, DietID; President, True Health Initiative; Director, Yale-Griffin PRC; etc. P...
2w



Kara Landau
CEO and Head Dietitian at Uplift Food
3w

As much as digital media has allowed us to so rapidly share information, there's still something special about a hard copy printed feature landing on your doorstep 😊 ...see more

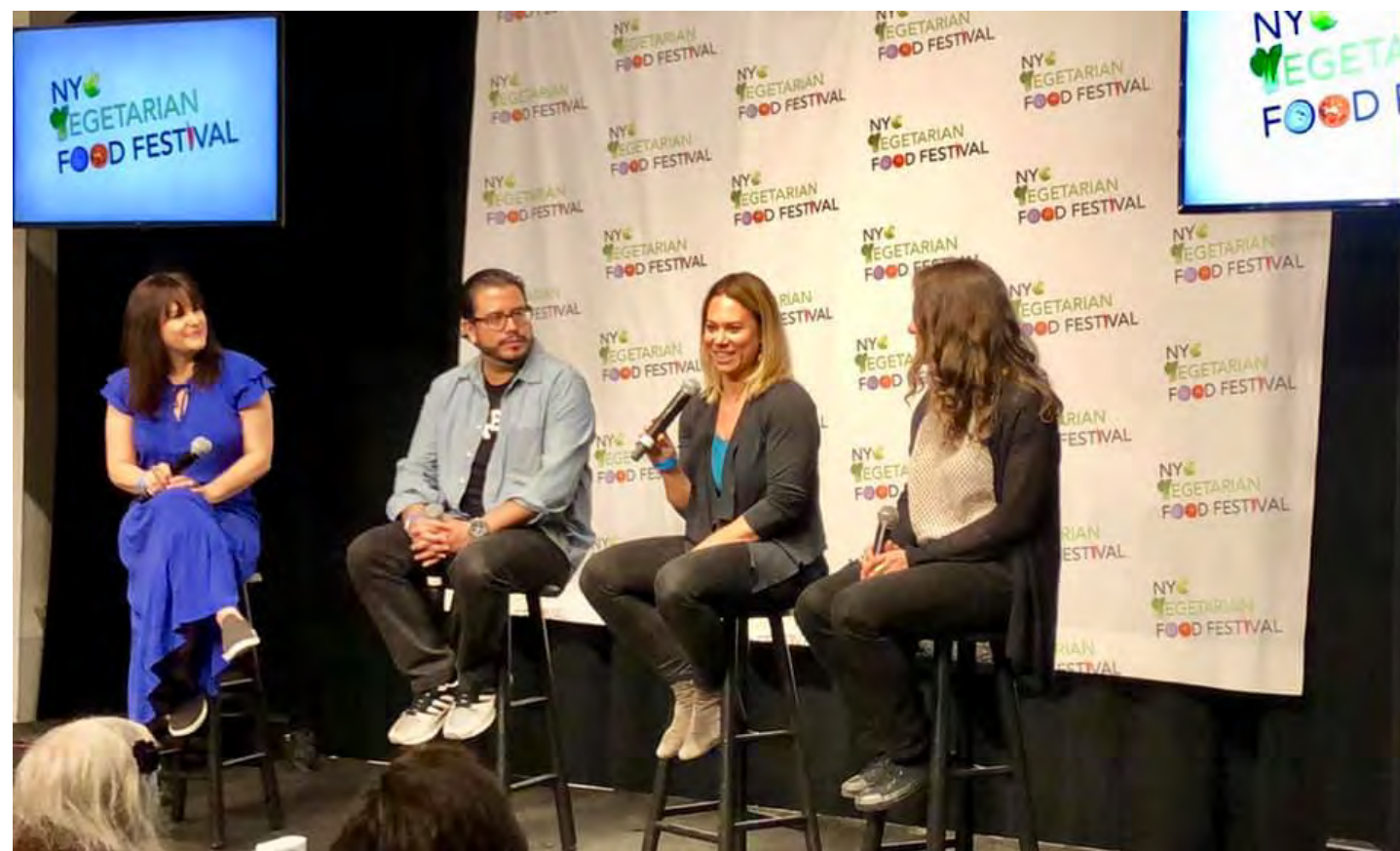


Posted: Mar 21, 2019 10:44 AM EDT

Updated: Mar 21, 2019 10:44 AM EDT



Putting Yourself Out There



Creating The Partnership – How it Happened





How Consumer Obsession Is Driving A New Model of Snacking Innovation

11:00 am - 12:00 pm
Thursday, March 7

Speakers



Tim Cofer
Chief Growth Officer
Mondelēz International
Speaker



Brigitte Wolf
Global Head of Snack
Futures
Mondelēz International
Speaker



Rohan Oza
Co-Founder and
Managing Partner
Cavu Venture Partners
Speaker



Kara Landau
Founder
Uplift Food
Speaker



Mark Payne
Co-Founder, President
Fahrenheit 212
Speaker



Laura Shulman
Founder and President
Food Future Strategies,
Inc.
Moderator

Session Type: Exhibitor Presented Seminar
Room: Marriott, Platinum Ballroom 3

The world has become snackified. It's the way we eat. The way we live. It's the future of our food culture and it's going to take an ecosystem of visionaries and change makers to stay ahead of what consumers want and need at any given time, in new and exciting ways. That's the mission of Mondelēz International's SnackFutures innovation hub. To be faster, smarter and better at leading a new era of snacking. For this session we've brought together the best minds in food, health, global marketing, entrepreneurialism and brand building to discuss what it takes for companies big and small to push the boundaries of what's possible in snacking.



Forbes

4,512 views | Mar 7, 2019, 11:10am

Why Mondelēz, The Snacking Giant Behind Oreo And Wheat Thins, Is Taking On Gut Health



Chloe Sorvino Forbes Staff

Food & Drink

The Business of What We Eat and How It's Made

