

# SALT APPLICATION INNOVATIONS FOR FOOD

SEPTEMBER-OCTOBER 2023

## PROBLEM STATEMENT

Mondelez hired TechConnect to help identify a lab-scale technology that could control the application of topping salt to snacks applied to small batches. Previously identified technologies were production scale or were tumbler varieties that offer little control of application. This was a challenging Sprint to conduct for Mondelez, because they wanted to identify technologies that offered lab-scale size, small batch sizes, and also a high degree of application control.

## OUTCOME & RESULTS

The client team was cognizant of the difficulty of the project. Nevertheless, two submissions were received during the open submission period, and Mondelez sought direct engagement with both.

Additionally, shortly after submissions were delivered to the client team, an additional expression of interest came in via email. After that interest was shared with Mondelez, they were introduced to the third organization as well.

# 3

## ENTRANTS

# 100%

## DIRECT ENGAGEMENT

# 100%

## COMMERCIAL PRODUCT AVAILABLE

# 100%

## TRL 9