

MISTA's 2025 Growth Hack on 'healthy nutrition' showcases breakthrough collaboration

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MISTA, a world-leading food innovation platform and Givaudan entity, celebrates the success of its third annual Growth Hack, focused on healthy nutrition. The initiative brought together more than 50 start-ups, 7 global corporates and food system enablers, pooling resources to accelerate innovation across beverages, snacking and center-of-plate solutions.

Against the backdrop of rising obesity rates—now affecting over one billion people worldwide—and growing scrutiny of ultra-processed foods, MISTA's 2025 Growth Hack has shown how curated collaboration can deliver real impact. Over twelve weeks of intensive exploration, members co-created more than 15 breakthrough food and beverage concepts designed to address consumer needs for the next generation of healthy and delicious food and beverage products.

The results were unveiled on 8 October at MISTA's Healthy Nutrition Demo Day in San Francisco, where over 200 food and beverage leaders, scientists and entrepreneurs gathered. The day-long program included expert panels, technology showcases, market insights and prototypes created with Growth Hack innovations. The evening culminated with a reception featuring animal-free culinary creations by renowned Executive Chef Phil Saneski.

Scott May, Head of MISTA, says: "The future of food will not be defined by one breakthrough but by how well we work together. This year's Growth Hack demonstrated that with curiosity, collaboration and the right technologies, we can create products that nourish both people and the planet—without compromising on taste, safety or accessibility."

Combining the deep industry knowledge and expertise of leading ingredient producers Givaudan, Ingredion, and AAK, technology suppliers SIG, JPG Resources and Buhler, CPG leader Danone, and an array of progressive start-ups, MISTA sets the stage for radical collaboration and the co-creation of pioneering, forward-thinking solutions with elite nutrition levels.