The Craft Brewery industry in New York is a welcoming and vibrant community. They offer unique flavors with quality and seasonal ingredients. There are more than 40 craft breweries in the city, and we are committed to make them zero waste businesses.

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WHAT WE PARTICIPATED IN

FOOD-X
JANUARY 2017

Out of more than 500 applicants, RISE and nine other startups were selected to participate in a 14-week program in New York City. The program provides mentorship from seasoned experts, facilitates connections with industries leaders, and contributes to the development of an action plan for further development. Managing Director Andrew Ives and Shawn Broderick support each of the participating startups by helping them discover their challenges and strengths. We appreciate their objectivity, and we are glad to continue our partnership. We also want to thank SOSV founder Sean O’Sullivan for his leadership and commitment. Thanks, Nolan English for promoting and connecting us with the food world. Thanks to our friend Allison Stewart for her help in recipe development.

FOOD+CITY CHALLENGE
FEBRUARY 2017

Every year Food+City brings together projects and people from all over the world to share their innovations across the food system. The selected finalists were provided with mentorship, network opportunities and funding to bring their ventures to their next level.

RISE was part of a cohort of 18 finalists, and we were thrilled to bring home the Silver Prize. It was a fantastic opportunity to learn and discover the work of others innovators in the fight for a sustainable future with better food and less waste.

We want to thank the Food+City Team for a wonderful experience and welcoming us to the Food+City family. A very special thanks to the Director Dr. Robyn Metcalfe and our mentor Ashley Shaffer.
SEEDS & CHIPS
MAY 2017
With Food-X sponsorship, RISE was selected to participate in Seeds & Chips. The four-day summit was a great platform to showcase our product, meet other innovators, and discuss ways to build more resilient and better food systems. Former President Barack Obama was the keynote speaker and encouraged everyone in the audience to continue working on solutions towards a more sustainable and healthier food system. We won the best morning solution award. This prize is given for products or ingredients that are improving nutrition and providing better nourishment.

THE RISE UP DINNER
JULY 2017
Change Food is founded and run by Diane Hatz, a social entrepreneur who educates and raises awareness about food and farming. We had the pleasure to meet Diane in a mentorship session at Food-X, and we were inspired by her work. Since then she has become our advocate and had helped us to promote our flour. She was the force behind the RISE UP dinner, a benefit dinner for Change Food featuring RISE Flour.

Chef Andy Bennett showcased our product in a delicious six-course dinner. The savory dishes paired with the beer whose leftover barley was used to make the flour. We hope to continue working with Diane. She is a charismatic and fearless entrepreneur, and we are grateful for her support and encouragement. We also want to thank Diane’s fantastic team for their tireless efforts and Carly Brand for her thoughtful words.
LAUDATO SI’ CHALLENGE

AUGUST 2017 - DECEMBER 2017

Under the mission of building for-profit and for-purpose companies, the Laudato Si’ Challenge launches an accelerator program in Rome providing funding and mentorship. RISE proudly joined its first cohort and along with seven other startups presented their novel solutions to His Eminence Cardinal Turkson on the Vatican. It was with the support of the Laudato Si’ team that we tested the viability of our idea in other countries outside the USA. Our team assembled a makeshift operation, partnered with Roman breweries, and produced Roman flour.

We thank the Program Directors, Stephen Forte and Paul Orlando for presenting challenges and helping us to deliver solutions. We also are very grateful for the rest of the wonderful team, Darcie Newton, Jean-Marc Ly, Ben Stanfield, Shey Strebel, and all the wonderful mentors. We especially want to thank Eric Harr, for all his care and dedication to all of us and the success of each entrepreneur in the Laudato Si’ family.
Beer is the third most popular drink in the world, and around 42 M ton of spent barley is being discarded annually. This leftover grain is an excellent source of protein, fiber minus all the carbohydrates but travels hundreds of miles to end up in landfills. When we initially talked with our local brewers about looking for alternatives to repurpose the grain, they were all on board. They already tried countless times to find a better way; some used the grain to make dog biscuits, others donated it to farmers, they asked the city council to find alternative ways of its disposal, and they talked about the leftover grain in every Brewer’s Guild meeting. We listened and learned from them, and together we found a better way. We thank our friends, the brewers, for guiding us and helping us to work out a solution and fight food waste. Special thanks to our first supporters: Jeff Lyons, Jason Stahler, Erik Olsen, and Joel Ford.
PEOPLE WHO WORKED WITH OUR FLOUR

RUNNER & STONE

Head Baker Peter Endriss has been an avid promoter of connecting people through cooking and eating with the knowledge of where the ingredients are coming from, what sustainable practices are being used, and how we support our local community. We had been fortunate to collaborate with Peter, and he has made the most fantastic shortbread cookies with our flour.

He supports our mission to fight waste, and he values the effort of giving a second life to upcycling materials. We are very excited about his support, and we look forward to continuing this partnership.

OUR FRIENDS & PARTNERS

Chef Marta Antonelli’s expertise and willingness to work with our flour helped us to discover optimal ways to use our ingredient and develop various recipes. Thanks to Riverside Bakery, House of Bagels, Nation Pizza, Hien Tran and Chef Joel Gamoran of Sur La Table.

Our interns Amira Dhanoa and Tue Lu brought their enthusiasm and effort helping us with marketing, design, data analysis, and logistics. Our flour could not be produced if we could not find places like Hanna’s Kitchen and the Entrepreneur Space; special thanks to Katherine Gregory for her honest opinion and advice.

500 lb of flour shipped
OUR FRIENDS & PARTNERS

We are delighted to be part of this vibrant community in NY and participate in significant initiatives. We thank to all the incredible leaders, collaborators, and organizers of Talk Trash City, Union Square Green Market, NYC Department of Sanitation, The Foundation for New York’s Strongest, the New York State Pollution Prevention Institute, Slow Food, Cleaver Co., Speciality Food Association, Food+Tech, The City Reliquary, CUPS Conference, Kickstarter, and the Institute of Culinary Education.

The support received from NYU since our research and development days has been invaluable. We thank Prof. Ann-Laure Fayard for her confidence and unwavering support. Dianne Anderson at the NYU Office of Sustainability was instrumental in acquiring our very first funding. Thank you to the NYU Marketing Department. Finally, the NYU Net Collaborative Experience group has been of great assistance to provide us different perspectives.

Thank you for the support from our friends at OpenIdeo and the Food Waste Alliance. We could not have done it without you, especially our friends Matt Ridenour and Aitan Mizrahi for advocating for our cause. Finally, we thank our logistics friends from Upcycles, specially to Nick Wong. We hope for a great partnership and future growth.