

HPP Technology at Maryland Packaging

Marwan Moheyeldien Sr.





The Millennial Revolution

- The MILLENNIAL GENERATION is poised to leave its mark on the world- and its dollars in the cash registers of restaurants and grocery stores. Although the youngest members of this 16 to 34 year old group are still financially dependent on their parents, the Millennials are forming a very strong brand preferences, and they report an intentional influence on the behaviors and brand choices of their family and friends and even complete strangers.
- What's more, Millennial attitude and preferences for marketing and media are early indicators of trends that spread beyond this group to non-Millennial consumers



Millennials and Clean Label Food

- Millennials particularly Clean and Green Millennials (younger males) want healthy choices, nutritional information, food that's fast and easy to prepare
- Hip-ennials, the largest Millennial segment (primarily females) want customized food products and very clean dining environment.
- The common theme between Millennials is the want of Asian, Mediterranean, Middle Eastern and organic foods. Millennials' have developed a complex pallet and a sophisticated taste.
- Clean Label Food products is the most important ingredient.



Millennials and HPP

- Traditional ready to eat foods either have a very short life span or are traditionally pasteurized through heat process or loaded with chemicals. Until the discovery of HPP. HPP (High Pressure Processing or Pasteurizing) is a very unique process of taking clean product with no chemicals or any preservative already packaged and subjecting it to 87,000 PSI in a vessel full with water temperatures in the 30 degrees Fahrenheit. This incredibly new technology has been hailed by FDA, USDA and the CDC as the future of food safety and quality preservation. This process manages to kill all pathogens such as Salmonella, Norovirus, E.Coli, Listeria and Vibriosis (deadly bacteria found in Oysters). Further this process extends shelf life of products from a week up to 60 days. Reducing shrinkage and waste in stores.



HPP Validation

- Suja Juice Company founded in 2012
 - First to market with cold pressed HPP. Coca-Cola purchase 50% for 500 million dollars in 2015
- Evolution Fresh founded in 1992
 - Purchased by Starbucks in 2011 and converted all its juices to HPP and expanded its capacity to generate 12 million gallons a year.
- Boar's Head
 - Offering a clean line of chemical free cold cuts that are HPP'd and selling for a premium.
- THE COST TO HPP A POUND OF PRODUCT IS CHEAPER THAN THE CHEMICALS USED IN THE SAME POUND OF PRODUCT.



HPP Process

Diagram of operation of a HPP unit:

