



CASE STUDIES

EXTRUDED SNACKS



Challenge

- The company in this case study sought assistance in improving the nutritional content of extruded often labeled as “junk food”.

WIN America’s Solution

- More than a decade ago, WIN Group made history by becoming the FIRST producer to introduce innovative fortification premixes specifically designed for extruded snacks. When approached by this company, we embraced the challenge of enhancing the nutritional profile of these snacks. We suggested vitaminizing their snacks, developing a unique vitamin premix that seamlessly integrated into the products without compromising their taste. Our ultimate goal was to reduce the “unhealthy food” stigma associated with these snacks.



Impact

- Initially, we delivered 25 kg of the innovative premix every three months. However, within just two years of this pioneering customization, we ramped up our production to deliver over 5 tons of premix every month to meet the increasing demands of our client and their consumers. Today, we take pride in supplying our high-quality vitamin and mineral premixes to various Mexican companies specializing in extruded snacks.

