

Concept

Mission Statement

To provide a tasty and sustainable product that is nutritious and fun for the whole family (even if that family is you and your dog).

Points Of Difference

- Focus on usable "waste" products at 30% by weight of the final product
- Kid-friendly packaging
- Less sodium than our competitors
- No cholesterol
- Lower total carbohydrates
- Convenient primary and secondary packaging
- Cost-effective

Demographic

Jam-Packed is designed for anybody with a sweet tooth who would like to have a slightly healthier version of their favorite dessert. Designed for ages 5 and up, our primary target is whoever does the grocery shopping for the home.