



Food Product Innovation and Commercialization Center

What is the Food Product Innovation and Commercialization Center (FoodPIC)?

The University of Georgia's FoodPIC helps companies to develop new food products efficiently and economically and to market those products with a high probability of success.

Initiated by the faculty of the Department of Food Science and Technology in the College of Agricultural and Environmental Sciences, FoodPIC is internationally recognized for developing innovative food products and implementing cutting-edge science and technology.

FoodPIC is located on the UGA Griffin campus, approximately 30 miles south of Hartsfield-Jackson Atlanta International Airport.



How does FoodPIC work with industry?

FoodPIC forms a strategic alliance with external marketing, technology and engineering groups to help food companies take a new product from conception through consumer research, formulation, prototyping, shelf-life analysis and market launch.

The center is guided by reliable consumer-preference analysis data and driven by client food company profit goals. It has a fully established international network of contacts and databases that it uses to serve new and established food companies.

What does FoodPIC offer companies?

Tapping into the research and educational capacity of UGA, the center works directly with food and marketing enterprises to help launch novel products. Using sophisticated facilities, FoodPIC clients benefit from assistance and expertise in the following areas:

- Food product development
- Packaging and processing engineering
- Storage and shelf-life evaluation
- Sensory and consumer testing
- Market planning
- Local, national and international market access and development



Meet new FoodPIC Director James Gratzek.

James Gratzek has joined the Department of Food Science and Technology as FoodPIC director as of July 1, 2022.

Gratzek comes to FoodPIC from Food Physics USA, a food technology startup focused on sales and applications for pulsed electric field technology, where he served as technical and business development director. Gratzek also founded Gratzek Food Technology, a Minneapolis-based food technology consulting company.

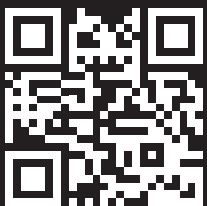


What is the impact of FoodPIC?

FoodPIC facilitates the commercialization of consumer-accepted food products by providing intellectual resources and physical facilities for both start-up ventures and existing food companies via a multidimensional partnership. This collaboration encompasses UGA, the community, granting agencies, the food industry and its suppliers to promote economic development through the discovery and implementation of innovative foods and technologies.

“FoodPIC has helped us with development of numerous products over the past few years, from a chocolate milk that won its division in the Flavor of Georgia contest to energy bars and a premium beef jerky line. FoodPIC provides an invaluable service to manufactured brands, and we’re fortunate to have such a talented group in our state. We anticipate a continued strong relationship with FoodPIC as we grow our consumer foods business.”

– Keith Kelly, CEO of Kelly Products



Learn more about FoodPIC at
foodpic.uga.edu

Get in contact with the FoodPIC office at
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