



FOR IMMEDIATE RELEASE

Conscious Consumer Product Goods Accelerator BeyondSKU Unveils the First Track for its Inaugural Mentorship Program in New York City

BeyondSKU Reveals the Top Five Leading Companies for its Fall 2019 Track 1 Class: Eat MUD, Hudson Green, Jalapa Jar, Pilot Kombucha, and True Moringa

NEW YORK, NY – October 2, 2019 – Five innovative East Coast brands are receiving top honors after being selected to join NYC-based [BeyondSKU's](#) Inaugural First Track Mentorship Program. BeyondSKU is a new accelerator and joint venture between top-tier New York City agency [BeyondBrands](#) and leading consumer products incubator [SKU](#) from Austin, TX. The new accelerator track includes East Coast favorites such as [Eat Mud](#), [Hudson Green](#), [Jalapa Jar](#), [Pilot Kombucha](#), and [True Moringa](#). BeyondSKU creates industry-focused business tracks and will match the highest caliber experts with these five select companies. Each “Conscious Business” start-up had to meet extremely high criteria and be committed to making the world better through their brands.

The five selected companies will attend an intensive 12-week mentorship and curriculum program that delivers the tools for success, including seed cash up to \$20k, individual and group mentorship and education, direct networking with outstanding industry leaders, connections to distribution, logistics and relevant expertise, legal and other professional services, and access to qualified investors. The 12-week program will conclude with a Showcase Day and Funding Forum Event on Dec. 3, 2019.



Kirstin Ross, Managing Director of SKU at BeyondSKU's Mentor Orientation

“The BeyondSKU team is very excited to announce our first track in our joint venture with SKU. We reviewed over 60 applicants with 20 companies coming in for in-person interviews in a very short application process of 30 days. We could never have imagined the caliber of the companies that came to us in this process, which is testament to what is happening in CPG in the New York City area and just how much companies and young start-ups are craving a tried and true accelerator like BeyondSKU,” says Eric Schnell, BeyondSKU Executive Director and Co-founder of BeyondBrands. Schnell also is Co-founder of plant-based seafood company Good Catch and organic beverage company Steaz.

Party Time!

The BeyondSKU launch party took place last month on September 9, with about 100 industry members present in NYC at the Assemblage community space in Manhattan. Networking was top of mind, as was each brand that received the nod to participate in BeyondSKU's inaugural class.

“It is always amazing to be in a room full of vibrant entrepreneurs who live and breathe their mission statements, from conscious capitalism to their commitment for social and environmental accountability who want to make tremendous change in this world without hesitation. Our entire team is very proud of the five brands that were selected, and we look forward to their success,” adds Marci Zaroff, co-founder of BeyondBrands & BeyondSKU Board Member.



BeyondSKU and BeyondBrands' Co-Founders Eric Schnell & Marci Zaroff are joined by SKU founders Shari and Richard Ressler. Photo: BeyondSKU

BeyondSKU's First Track Cohort, Fall, 2019

[Eat MUD](#)

Eat MUD dairy-free frozen dessert was created to satisfy everyone's sweet tooth cravings, especially for those with strict dietary focused guidelines. Sweetened with dates, Eat MUD has a clean, simple ingredient panel. Eat MUD is rich and creamy and available in three flavors – coffee, chocolate, and vanilla and is dairy-free, vegan, paleo, gluten-free, soy-free, and made with Non-GMO ingredients without added sugars.

[Hudson Green](#)

Hudson Green plant-based sauces are made in small batches to bring homemade taste to the kitchen. Hudson Green takes on two Italian classics - Bolognese and Vodka sauce and brings out the finest ingredients for the freshest tasting sauces without fillers or artificial ingredients, and dairy or meat. Instead of cream, butter or cheese, Hudson Green uses vegetables, walnuts, and unsweetened coconut milk to create an unmistakable silky sauce.

[Jalapa Jar](#)

Jalapa Jar makes fresh salsa available in three varieties - mild, medium & hot – and can be found in the refrigerated section at Whole Foods in the tri-state area, including Food Kick & other specialty retailers throughout New York City. Coming soon, Jalapa Jar will open a salsa-manufacturing kitchen & breakfast taco retail location near the Brooklyn Navy Yard. Two Texans and a New Yorker started Jalapa Jar in the fall of 2015, and they remain committed to creating high-quality, fresh salsa made with fresh ingredients in small batches.

[Pilot Kombucha](#)

Launched in March 2015, Pilot Kombucha was formed to accomplish one goal: bring gut health to the hedonistic food lovers of New York City. Today, Pilot Kombucha delivers sips that are as good for the soul as they are for the body. Using a mix of organic and fair-trade ingredients and sacrificing a longer shelf life for more nutritious bacteria, Pilot Kombucha wants to keep everyone feeling good.

[True Moringa](#)

True Moringa is a skincare line that uses cold-pressed Moringa oil in a heat-controlled environment using proprietary technologies. The company works directly with its family of more than 5,000 farmers throughout Ghana to cultivate the world's purest Moringa. True Moringa's powered skincare line is 100% vegan, paraben-free, and sulfate-free because the company's co-founders believe everyone's skin deserves the best.

Equity Mentors

The 2019 mentors include: Brad Barnhorn, Mike Berro, Vincent Biscaye, Autumn Bree, Sean Connor, Mike Dodd, Mark Doskow, Adam Greene, Janice Greenwald, Eric Horowitz, Larissa Hrabec, Kenn Israel, Jeff Jacobs, Paul Janowitz, Scott Jensen, Steven Kessler, Katie Kiernen, Jon Lapham, Michael Marrotte, Mathis Martines, Jeramiah McElwee, Yael Miller, Wendy Nunnelley, Suji Park, Veronica Park, Jason Port, Mirran Raphaely, Richard Ressler, Shari Wynn Ressler, Joe Ross, Kirsten Ross, Eric Schnell, Jerry Schwartz, Errol Schweizer, Chris Shonk, Jennifer Silberman, Thani Sokka, David Spungen, Heather K. Terry, Michael Terry, Derick Thompson, Michelle Thompson, David Tsiang, Marci Zaroff.

About Beyond SKU

BeyondSKU is a powerful, integrated hub that matches young companies with the resources they need to propel their success – entrepreneur experience, industry-specific expertise, capital, business, and legal infrastructure – as part of an engaging environment to encourage the free exchange of ideas and connections. BeyondSKU is designed to provide access to resources usually beyond the reach of a start-up or early-stage company. Please visit the web site at <http://www.beyondsku.org>, or follow us on Instagram @beyondsku_nyc.

About BeyondBrands

Assembled by Steaz & Good Catch Co-founder Eric Schnell, and Under the Canopy and Institute for Integrative Nutrition Co-founder Marci Zaroff, a team of 20 senior-level natural lifestyle and eco-conscious experts are Co-Creating the future model of full-service executive-level consulting including brand incubation and acceleration through the agency's networks and affiliates. This Conscious Products Collective – comprised of specialists from the most respected natural and organic food, beverage, fashion, beauty and nutraceutical companies, to the most recognized consumer brands in the world – passionately and collaboratively delivers 360-degree consulting and outsourced management services for its clients. Visit www.beyondbrands.org.

About SKU

SKU was founded in 2011 by lawyer Shari Wynne Ressler and serial entrepreneur Clayton Christopher with the mission of accelerating innovation and entrepreneur success by coalescing CPG communities around the globe. SKU surrounds their start-ups with an ecosystem of seasoned entrepreneurial mentors, customized educational content, advanced operations support and privileged access to funding, all while preparing these companies to rapidly scale and become breakout successes and household names. For more information, please see www.sku.is.

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