

# A Making It In Michigan **SUCCESS** STORY

A DECADE OF CREATING OPPORTUNITY AND ACCELERATING INNOVATION



## **NUTCASE VEGAN MEATS**

Andrew Maternowski and Monica Randles are both practicing, Board Certified physicians that had been locavores. In 2010, they became vegetarian based on their daughter's interest and health benefits of a vegan diet. In addition, Monica noted a profound change in her health after completing a 3-week Clean Diet that reduced pro-inflammatory foods. As a grandson of Polish and French butchers and an at-home kielbasa maker, Andrew was tasked with developing a vegan sausage that rivaled in taste and texture his animal-based products. He crafted a tree nut, brown rice and quinoa based ground "meat" from vegan, gluten-free, soy-free, and corn-free products that are organically sourced and non-GMO. After four years of development Nutcase Vegan Meats was born.



The Nutcase Vegan Meats line includes a Vegan Chorizo, Vegan Hot Italian Sausage, Vegan Breakfast Sausage, Vegan Nutty Burger and they currently have a Vegan Sweet Italian Sausage in development. All the products are currently produced in the Grand Rapids Downtown Market Incubator Kitchen. Nutcase Vegan Meats products are sold in six Busch's stores and several specialty markets across the state and are currently featured in several restaurants. Nutcase Vegan Meats products are also available for sale at [www.nutcasevegan.com/store](http://www.nutcasevegan.com/store). Andrew and Monica are committed to growing their distribution and introducing more flavors to the line.

"The MSU Product Center has been very instrumental in helping us launch and grow our business," states Owner Monica Randles. "We attended the 2016 Making It In Michigan show, which was a great opportunity to meet the decision makers at large and small stores and have benefitted tremendously from that opportunity"

*"Monica and Andrew are a great team to work with. They really believe in their product and have the drive and determination to see it grow!"*

#### **Kay Cummings**

Innovation Counselor, MSU Product Center Food • Ag • Bio



*Owners Andrew Maternowski and Monica Randles*

*"Andrew and Monica are wonderful clients to work with. They truly have a fabulous product with terrific flavor (and coming from someone who primarily works in the meat industry, that's saying something)! They are fun to interact with and have an amazing passion for their products. It has been my privilege to work with them, and I look forward to watching them become wildly successful."*

#### **Tina Conklin**

Food Processing Specialist, MSU Product Center Food • Ag • Bio



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