



KvassUP

Media Dossier/ Media file

Team Breadwinner · Wageningen University & Research · 2026

Naam van het team: <i>Team name:</i>	The Breadwinner
Naam van het product: <i>Product name:</i>	KvassUP
Beschrijving voor Communicatie <i>Description for Communication</i>	KvassUP is a naturally fermented NoLo drink made from upcycled Dutch rye bread, orange peel and ginger. Inspired by traditional Eastern European kvass, we give surplus bread a second life by turning it into a refreshing sparkling beverage with a light rye flavour, bright citrus notes and subtle ginger kick. The drink was developed for consumers who want to reduce their alcohol intake without giving up flavour or social drinking occasions. Through natural fermentation, KvassUP offers a refreshing alternative to beer, sugary soft drinks and conventional alcohol-free beverages. By transforming a common food waste stream into a high-value product, KvassUP combines sustainability with an enjoyable drinking experience. Every bottle shows how traditional fermentation and circular food production can come together to create something refreshingly different.

Bijvoegen/ Attach:

Team photo



Product photo



AI Disclosure:

ChaptJPT was used to create the product design by using this prompt: 'Please create a design for a product called KvassUP made of upcycled bread, orange and giner flavour, which is naturally fermented. It should come in a 330ml bottle. Provide also the ingredients and glasses next to it.'