



**Team name:** Protatos

**Product:** Protatos

**University:** Maastricht University

**Captain:** Mayk Cremers

**Team members:** Johannes Goldwurm, Divine-Charlotte Kabeya

Meet our Protatos, a delightful fusion of sweet potato and carrot in a cookie form, crafted by students from the Health Food Innovation Management Master. Designed as a savory-sweet snack, Protatos stands out in the bakery section, offering a unique alternative to traditional cookies and desserts.

Made with carrots, sweet potatoes, cinnamon, eggs and whole grain flour, obtained from dutch suppliers, Protatos delivers a perfect balance of flavors without added sugars. Our Protatos come in a sustainable brown paper bag with a bioplastic window.

Each bite promises a satisfying softness, ideal for any time of the day. Perfect for busy lifestyles, Protatos are convenient, ready-to-eat, and cater to both sweet and savory cravings.

Protatos – the new healthy player in the bakery segment.

