



Monthly Newsletter

July 2025

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As summer warmth sets in and we cruise past the halfway point of 2025, July brought a mix of collaboration, creativity, and meaningful travel. This month reinforced what we do best, connecting with brand partners, sharing knowledge, and building toward the future

Key Events

Ghost HQ – Chicago

Our first stop this month was in **Chicago** to visit the **Ghost HQ**. It's always inspiring to see their facility, chat with the team, and see firsthand how innovation, design, and brand culture fuse in their operations. We shot a podcast with Michael Wilke, VP of Product Development, (check out our youtube channel) and even brought them a food truck for their staff to enjoy a tasty lunch. With so much recent innovation from Ghost, we're excited to see what they cook up next!

IFT – Chicago

While in Chicago, we also made sure to attend **IFT (Institute of Food Technologists)**, one of the key trade events in food science and ingredient innovation. It was a great platform to share NuLiv's latest science, discover emerging trends in functional foods and beverages, and deepen connections with formulators and ingredient partners.

Transparent Labs – Newfoundland (Canada)

From Illinois to Canada, we traveled to **Newfoundland** to spend time with John Williams and the **Transparent Labs** team. After touring their facilities, we took to the outdoors and went on a **hike with their team**. Walking side by side in nature, we discussed future product ideas, R&D directions, and how to push transparency and performance in the supplement space. Check out the full podcast with John Williams on our YouTube channel!

