



ALASKA MANUFACTURING EXTENSION PARTNERSHIP CENTER

The Alaska Manufacturing Extension Partnership Center is a statewide technical assistance, training, and workforce development provider with the purpose of advancing small and medium-sized manufacturers across Alaska. The Center is colocated with the UAA Business Enterprise Institute (BEI) and draws significant support from collaborative programs within BEI.

A representative of the National Institute of Standards and Technology's Manufacturing Extension Partnership (NIST MEP), the Alaska Manufacturing Extension Partnership Center operates under the US Department of Commerce to promote innovation and industrial competitiveness. The Center assists manufacturing businesses by providing them with a range of innovative strategies and solutions. We collaborate with agencies across the state to help Alaska manufacturers improve their competitiveness, performance, and profitability in today's increasingly demanding global economy.

ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2024

**\$304K**

Total Increased/Retained Sales

**25**

Total Increased/Retained Jobs

**\$774K**

New Client Investments

**\$80,720**

Cost Savings

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GRANOLA BOREALIS: SCALING FROM STARTUP TO WHOLESALE SUCCESS

ABOUT GRANOLA BOREALIS. Granola Borealis is a family-owned craft granola producer based in Anchorage, Alaska. Founded by Brian Kramp, an Anchorage firefighter and adventurer, alongside his wife Rebekah, a registered dietitian, the company specializes in low-sugar, organic granola made from high-quality ingredients. Their products cater to health-conscious consumers seeking nutritious and flavorful breakfast options. Granola Borealis operates from the Anchorage Commercial Kitchen in Spenard and offers local pickup options for their granola subscriptions.

THE CHALLENGE. Granola Borealis faced the challenge of transitioning from a cottage food operation to a wholesale business. As a startup, they lacked knowledge of the necessary rules, regulations, and compliance requirements for scaling their operations. High-level decision-makers, including the founders, were directly involved, seeking expert guidance to navigate these complexities and ensure a smooth and successful expansion into wholesale markets.

MEP CENTER'S ROLE. Alaska MEP, part of the MEP National Network™, provided a six-week consultation to support Granola Borealis' transition to wholesale and e-commerce. The package included guidance on scaling production, shelf-life testing, and packaging compliance to ensure readiness for wholesale markets. Strategies were developed for establishing an e-commerce platform, managing shipping logistics, and fulfilling orders effectively. Customized templates for food safety plans, labeling, and regulatory compliance were provided to simplify adherence to industry standards. Additionally, MEP worked with the team to identify target audiences and create a roadmap for scaling production. Recommendations for equipment upgrades and cost optimization were also offered, enabling Granola Borealis to expand confidently while maintaining compliance and product quality.

"Since engaging with Alaska MEP's services, our production has increased by 25% and we have successfully obtained 5 new wholesale contracts. These improvements highlight the tangible benefits of Alaska MEP support. Implementing this project across more Alaskan food manufacturers could significantly enhance local production capacities and contribute to greater food security."

-Brian Kramp, Founder

RESULTS



1 job retained



Production has increased by 25%



5 new wholesale contracts



Now able to sell wholesale and new markets



Able to stay open and operational

