

## GOURMET MARSHMALLOW COMPANY EARNS GMP CERTIFICATION, INCREASES SALES

**ABOUT MADYSON'S MARSHMALLOWS.** [Madyson's Marshmallows](#) began when four-year old Madyson asked her dad how to make a marshmallow. They started mixing different marshmallow recipes together in their kitchen, and it turned out they were delicious! Not long after, their business grew into a gourmet marshmallow company, making stuffed marshmallows, marshmallow beverage toppers, donuts, pops, and more. Based in Heber, Utah, Madyson's Marshmallows can be found in both national retail locations and smaller specialty markets and boutiques. The company produces its marshmallows using natural, kosher ingredients and no preservatives.

**THE CHALLENGE.** Madyson's Marshmallows wanted to become certified in Good Manufacturing Practices (GMP) standards, to ensure retention of current clients and obtain new clients that require this certification. As company owner Breeze Wetzel explained, "quality and food safety are of the utmost importance to us and to our customers." The University of Utah Manufacturing Extension Partnership (UUMEP), part of the MEP National Network™, worked with Wetzel to support the company's preparation for the GMP audit.

**MEP CENTER'S ROLE.** "The UUMEP Center helped us obtain our GMP (Good Manufacturing Practices) Certification so that we can partner with new retailers and bring our marshmallows to more customers nationwide," said Wetzel. With the certification, Madyson's Marshmallows is successfully retaining and increasing sales.

According to Wetzel, the "next step in the journey of food safety is to become SQF Level 2 certified." The company plans to continue to partner with the UUMEP Center to complete a gap analysis, implement changes, and move towards SQF certification.

**"Madyson's Marshmallows is a small company with an exponential rate of growth each year. Partnering with the UUMEP Center has been a terrific experience for us and has helped us take large steps in moving forward with being able to manufacture our confections for major retailers."**

-Breeze Wetzel, Owner

## RESULTS



Retained **\$100,000** in sales



Increased sales annually by **\$50,000**



Successfully obtained GMP certification

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