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Embracing my Inner Freak to Create Seaweed Tea & Other Stranger Things

Josh Rogers

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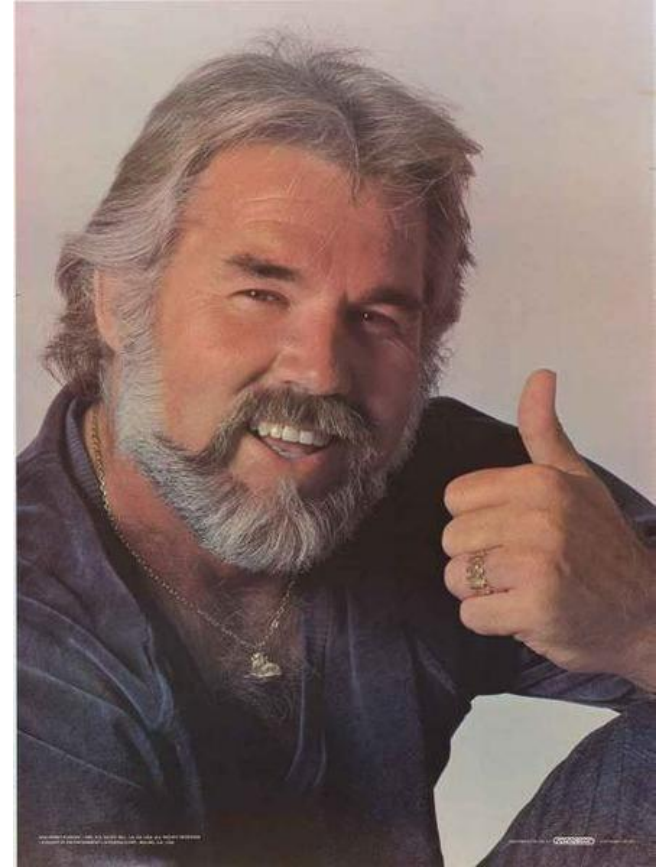


Bowie or... Kenny Rogers?

Embracing My Inner Freak to Create Seaweed Tea & Other Stranger Things

BTW...

There's no right answer when it comes to product development!

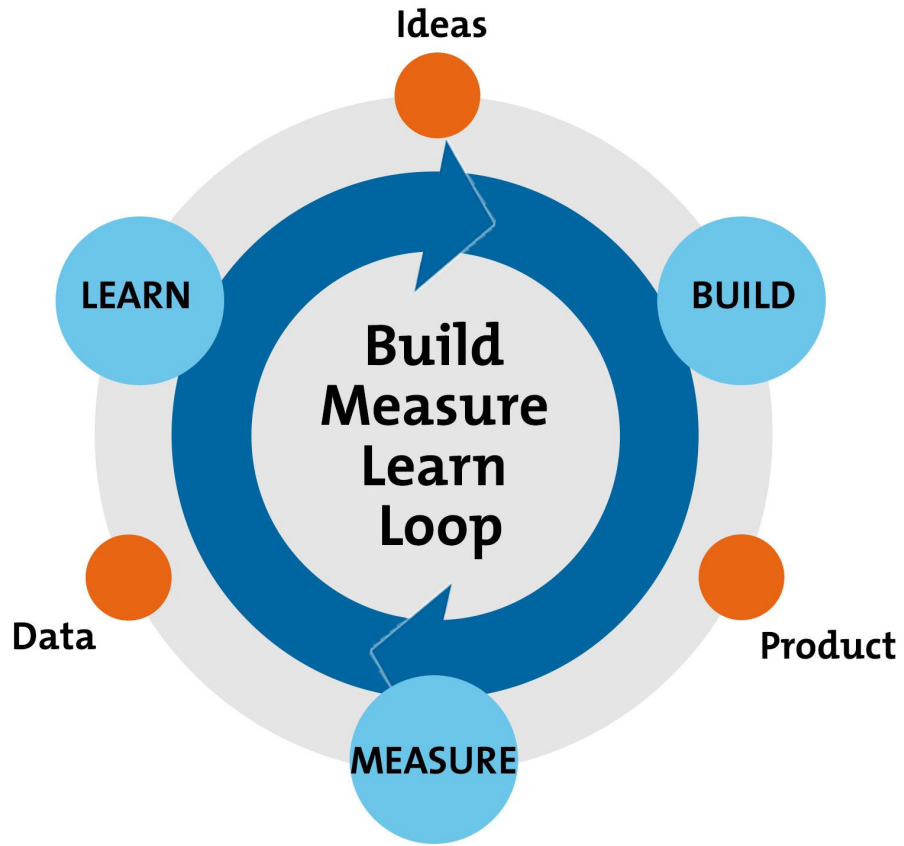


Who We Are

Heritage Seaweed is your friendly neighborhood seaweed shop – online and in Portland, Maine.

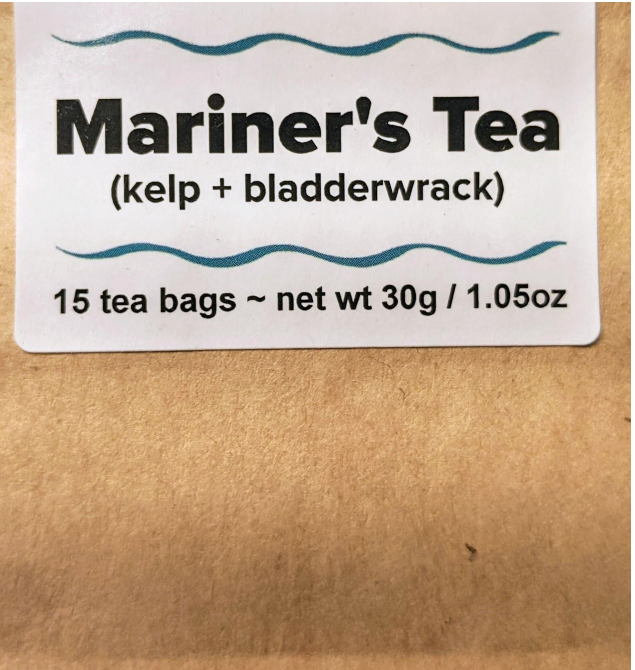
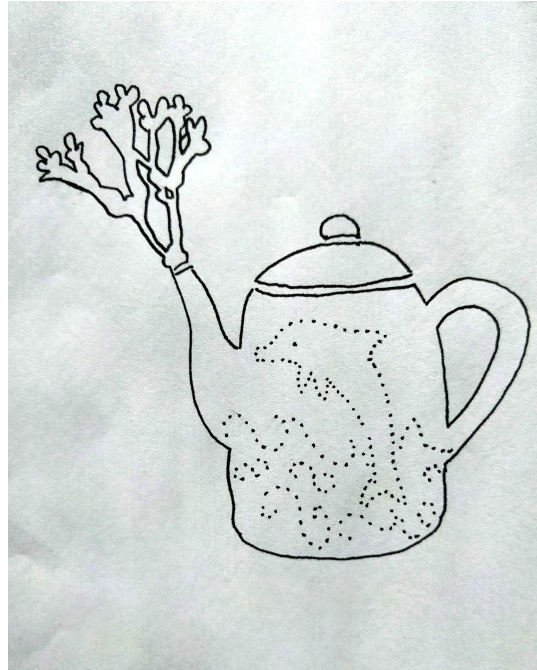
Our mission is to educate you about and connect you to this tasty, nutrient-dense, culinarily versatile, sustainable food that's as quintessentially "Maine" as lobster, oysters and blueberries.





Mariner's Tea... **FAIL**

- IDEA - seaweed tea
- BUILD - home kitchen
- PRODUCT - MVP
- MEASURE - food co-op tasting
- DATA - 8% loved, 92% somewhat or strongly disliked



Cup of Sea... **PASS**

- LEARN - 100% seaweed tea won't work. But...
- REPEAT!!
- NEW IDEA - Seaweed + actual tea

RESULTS

- CONSUMERS - "Your tea is magic!"
- MEDIA - Martha Stewart, Forbes, Downeast



Wellness Teas
made from
Maine Seaweeds

www.cupofsea.me



Aged Kombu... **FAIL**

HOW I FAILED

- Idea → Final Product
- Hard to package
- Price too high
- No demand bc no education



Kelp Bath Soak... ~~FAIL~~ ... PASS

- Tea blending mistake
- Brand new product
- Popular as a gift
- Still testing & iterating



What We're Working on Now...



Future Seaweed R&D Needs

- More Bowies *and* Kennys
- Connect to & collaborate with growers
- Drying spaces
- Processing facilities
- Lower costs for some species
- Professional tasting notes, culinary profiles, ingredient documentation
- Nutrition data expansion
- UMaine's Sensory Evaluation Center test kitchen
- Marketing*



A Food + Drink Festival Celebrating Maine's Kelp Harvest

April 24–May 2, 2020

75+ restaurants, bars,
breweries & distilleries

seaweedweek.org

[@seaweed.week](https://twitter.com/seaweed.week)