

Forager

What we found when we got into people's kitchens.

TEAM MEMBERS

Aarusbi · Angelina · Alayna · Elliot · Katherine

DP1 FINAL PRESENTATION

FIELD RESEARCH

Five conversations. *Real kitchens.*

EXPERT / STAKEHOLDER

Alejandro Morgan

Executive Chef, Wildseed & Rad Radish
(Vegan Restaurants) · From Costa Rica ·
San Francisco

EXPERT / STAKEHOLDER

Zafar Khan

Dairy Farmer · Former Engro Foods Board
Member (Dairy Company) · Pakistan

SUPER - USER

Sid

Lifelong vegan, 20 · Western,
health-conscious · Stanford

MAINSTREAM USER

Rema Thakar

Software Engineer, 54 · Grew up in India ·
Palo Alto

EMPATHY EXERCISE

Aarushi's Mom

South Asian home cook, 50s · Cooked with
Forager together · Palo Alto

Core Themes

Synthesis & Analysis

Taste as a
non-negotiable

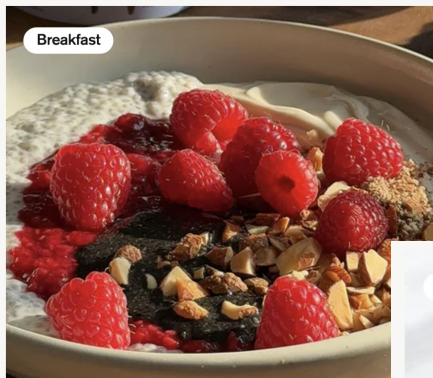
Western branding
feeling alienating to
some non-Western
consumers

Behavior is shaped
by environment

Social belonging

Trust and reliability

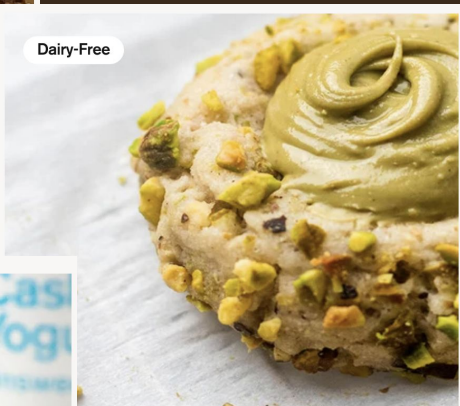
Breakfast



Read time: 1 mins

Raspberry Chia Yogurt Bowl

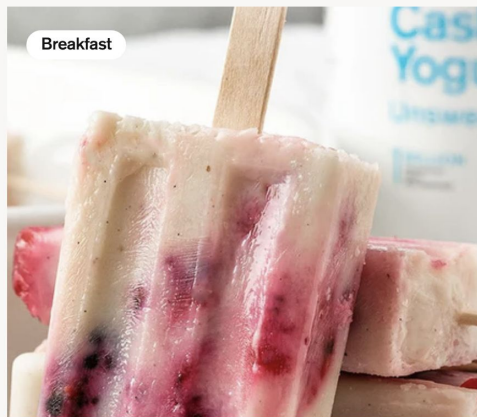
Dairy-Free



Read time: 2 mins

Pistachio Thumbprint Cookies

Breakfast



Read time: 2 mins

Berry Yogurt Popsicles





INSIGHT ONE

Plant-based dairy was built for a splash in coffee, not the gallon for marinating lamb; cooks who needed that gallon recognized that instantly.



INSIGHT TWO

Those from dairy-heavy food traditions don't avoid plant-based dairy because they don't know it's an option. They avoid it because they don't trust it to work in their own kitchen.

“Does it actually behave like dahi in a curry? Does it whiten tea? Does it fill up a kid?” - Zafar Khan (Pakistani Dairy Farmer)



THE OPPORTUNITY AREA

How might we support the non-Western home cook to trust that plant-based dairy can do what real dairy does, in the dishes they already make?

WHO WE'RE DESIGNING FOR

The Reluctant Experimenter

WHO THEY ARE

Home cooks from dairy-reliant food traditions who rely on dairy as a functional ingredient — in marinades, curries, dips, and baking.

THEIR TENSION

Wanting to cook traditional food — but not wanting to risk a dish on an unfamiliar ingredient.

If it fails, the whole meal fails.

MARKET VIABILITY

CURRENT SPEND

\$631

est. annual dairy spend per household.
We est. 50% is for cooking use

FREQUENCY

~260×

per year — they cook ~5 dairy-reliant
dinners a week

REACHABLE SCALE

~500K–1M

immigrant & 1st-gen households with
dairy-reliant cooking traditions

OPPORTUNITY

\$7.8M - 31.2M

Estimated annual revenue opportunity
(5–10% capture).

*The Concept:
Forager in
Every Kitchen*

Forager[®] Project

FORAGER KITCHEN BASES

A FAMILY OF PRODUCTS THAT BRING FORAGER'S SOUR EXPERTISE
INTO NON-WESTERN COOKING.

Designed for the dishes, rituals, and ingredients that matter.
Culturally legible. Functionally trusted. Deliciously familiar.



PLANT-BASED
Made with simple,
organic ingredients.



LIVE & CULTURED
Probiotic cultures for
real flavor and gut health.



MADE FOR COOKING
Built to perform in
everyday meals.



PLANT-BASED GOODNESS

Made with real,
simple ingredients.



BUILT FOR COOKING

Made to perform in
everyday meals
and real recipes.



LESS PREP MORE JOY

Thoughtfully crafted
to save time without
sacrificing flavor.



MADE FOR THE DISHES YOU LOVE

Designed for cultural
cooking, rituals,
and traditions.



FOUNDED ON TRUST

Backed by science.
Rooted in real
communities.



THE RECIPES
YOU LOVE,
MADE PLANT-BASED.
Scan for recipes,
tips & inspiration.

Product Line

Forager
Project

Yogurt, reimagined for how you cook.

We bloom real spices, fold in live cultures, and build every base for the way you actually cook—so you can skip steps, not flavor.

REAL SPICES. BLOOMED FOR DEPTH.
We toast and bloom spices in oil to unlock flavor.

MADE TO COOK. MADE TO PERFORM.
Heat-stable, thick, and built for marinades, sauces, stews & more.

CULTURALLY ROOTED. KITCHEN APPROVED.
Inspired by traditional techniques. Made for everyday kitchens.



PACKAGING THAT WORKS THE WAY YOU DO.

- WIDE MOUTH TUB**
Easy to scoop, stir, and use every last bit.
- MEASUREMENT MARKS**
Built-in guides for cooking with confidence.
- RESEALABLE LID**
Locks in freshness. Built for the fridge and the kitchen.
- REFILLABLE & REUSABLE**
Return, refill, repeat. Better for you and the planet.



SEE THE SPICES. TRUST THE QUALITY.
Our bases are intentionally speckled with real, recognizable spices—so you know it's real.



SPICE, DONE THE TRADITIONAL WAY.

We don't just add spices—we treat them the way you do.



OPTIONAL SPICE PODS: CUSTOMIZE YOUR BASE

Add flavor your way. Each tub pairs with our spice pods for regional inspiration and flexibility.



A SYSTEM OF COOKING BASES, INSPIRED BY TRADITION.

Bloomed Spices
for deeper flavor

Built for Real Cooking
Not just eating

Made with Live Cultures
For better gut health

Refillable & Reusable
Better for you & the planet

CURRY BASE	COOKING YOGURT BASE	MARINADE & DIP BASE	CULTURED GHEE ALTERNATIVE
Pre-bloomed spices for authentic curries	Versatile base for marinades, sauces & everyday cooking	Bold, clingy base for marinades, dips & dressings	Cultured & infused for sautéing, drizzling & tempering
SPICE PROFILE Turmeric, Cumin, Coriander, Fenugreek, Mustard Seed, Kashmiri Chili, Garlic	SPICE PROFILE Black Pepper, Cumin, Dried Mint, Garlic	SPICE PROFILE Paprika, Cumin, Coriander, Sumac, Black Pepper, Garlic	SPICE PROFILE Cumin Seed, Mustard Seed, Fenugreek, Black Pepper
PERFECT FOR Curries, Kormas, Dal, Stews	PERFECT FOR Marinades, Sauces, Rice Dishes, Soups	PERFECT FOR Marinades, Dips, Dressings, Spreads	PERFECT FOR Sautéing, Tempering, Drizzling, Roasting

REFILL STATIONS. REAL TRUST. REAL IMPACT.

Refill what you love at select stores. Bring your tub. Fill what you need. Pay by weight.

SEE IT. SMELL IT. TRUST IT.
Open, visible, transparent.

LOWER RISK. EASY TO TRY.
Start small. Love more.

BETTER FOR THE PLANET.
Less packaging, fewer resources, less waste.



- BRING YOUR CONTAINER**
Use your Forager tub or any clean container.
- FILL IT UP**
Choose your base and fill to the line.
- WEIGH & PAY**
Pay by weight at checkout.

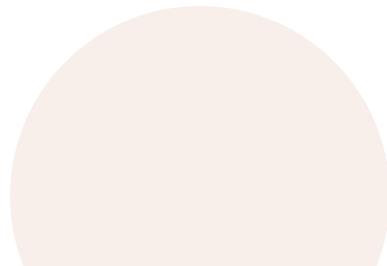
ACTIVATION

In-Store Demos in Ethnic Grocery Stores



Thank You!

Appendix



If we kept going, here's what we'd need to find out.

TECHNICAL

Though Forager is capable of working in these kitchens from our individual tests, professional development and mass-testing would be necessary to ensure trust in the product.

USER

There would need to be taste tests with greater numbers of users, and perhaps longitudinal studies to see if tastes change over time.

BUSINESS

There would be changes in distribution and packaging costs due to changes in marketing and the stocking in ethnic grocery stores.

DESIGN

If it would be possible to alter packaging for different stores in attempt to combat the sweet/savory dichotomy, or increase signposting to non-Western groups.

Clustering Interview Notes

Taste is non-negotiable

Taste is non-negotiable

"Won't switch to cheaper if it tastes worse"
-- Alejandro

Sid

Paneer made with Forager was actually creamier and better

Sid

Rema tried plant based in restaurants and tasted off

Sid

Vegan cheese won't melt for plantains con queso, so ruins the taste

Sid

Nefemi: "Why not eat the real thing if it's working for you"

Sid

Western branding alienates

Western branding alienates

Rema mentally classified plain yogurt as "sweet" due to Trader Joe's shelf placement near ice cream

Sid

Rema switched to "dahi" when talking about the desi product

Sid

Rema trusts "Verka" because of Indian imagery

Sid

Aarush's mom: "Oh, like for vegans?"

Sid

Nefemi: plant-based products "not for him"

Sid

Functional use

Functional use

Zafar: "does it actually behave like dahi in a curry?"

Sid

Alejandro: evaluates ingredients by what they can do in a dish, not ethics

Sid

Rema: distrust that plant-based yogurt could make raita

Sid

Aarush's mom: "I'd buy it in bulk just to make curries and paneer"

Sid

Behavior is shaped by environment

Behavior is shaped by environment

Alejandro's youngest drinks oat milk from watching her mom

Sid

Alejandro eats exactly like his dad without realizing it

Sid

Alejandro uses oat milk with granola because he "just feels less bloated"

Sid

Sid discovered

Bodily sensitivities lead to plant based adoption

Bodily sensitivities lead to plant-based adoption

Allium-free diets: Buddhist restrictions + people just feeling better

Sid

"Not that more people are developing sensitivities, more people are naming ones they already had" -- Alejandro

Sid

Aarush's mom: body reacts poorly to dairy more and more as she ages

Sid

Trust and reliability

Trust and reliability

Rema: took less than 3 minutes in the dairy aisle

Sid

Alejandro: uses distribution company whose curation he already trusts

Sid

Nefemi: won't take the risk of switching if what he has already works

Sid

Rema: consistency + knowing it'll work with her cooking workflows

Sid

Social belonging

Social belonging

Sid excited when friends aren't grossed out by a vegan product she shares

Sid

Sid wants brands to market to mainstream not just vegans

Sid

Nefemi says eating plant based is not the norm and he doesn't want to deviate

Sid

Synthesis &
Analysis

BUILDING TRUST

The Refill-Model



NEW
Reusable
Refill
Tub

Mid-sized.
Made to
be reused.
Made for
a better
tomorrow.

32 OZ (2 LB)
907g



Refill. Reuse. Repeat.

Our Reusable Refill Tub
is designed to be used again and again
— good for you and better for the planet.



Made to Reuse
Durable, dishwasher-safe
tub made to last
and be reused.



Refill & Repeat
Bring it back to any
Forager Refill Station
to refill with your
favorite yogurt.



Less Waste
Every reuse helps
reduce packaging
waste and our impact
on the planet.



Good in Everything
Perfect for your
kitchen, your lifestyle,
and the planet
we share.



**Refillable at Forager
Refill Stations**
Look for the Refill Station
at select partner stores.



LEAK-RESISTANT LID
Secure fit to keep your
yogurt fresh on the go.



CLEAN. TIMELESS. ICONIC.
The Forager look you love,
now in a reusable design.



BUILT FOR A CIRCULAR FUTURE
Easy-to-follow reminders
right on the label.



PERFECTLY PORTIONED
32 oz size is perfect for
families and everyday use.



SHARE THE GOOD
Simple details that reflect
our values and transparency.

Forager Project

CURRY BASE

PLANT-BASED
Yogurt • Coconut • Cashew

Creamy base for authentic curries.

- PLANT-BASED**
Goodness
- BUILT FOR COOKING**
Heat-stable & richly creamy
- BOLD, AUTHENTIC FLAVOR**
Inspired by traditional curry foundations



Ready to cook in 3 easy steps

- HOW TO USE**
- Sauté aromatics (onion, garlic, ginger)
 - Add protein or vegetables
 - Stir in Curry Base + simmer & enjoy!
- TRY IT IN**
- Butter Chicken-Style
 - Chickpea Curry

Forager Project

COOKING YOGURT BASE

MIDDLE EASTERN
Plant-Based

Creamy. Tangy. Versatile.
Made for marinades, sauces & stews.

- PLANT-BASED**
Goodness
- DOESN'T CURDLE**
Under heat
- PERFECT FOR MARINADES**
Clings & infuses flavor



Replace dairy yogurt in your favorite dishes

- PERFECT FOR**
- Marinades (shawarma, kebabs)
 - Sauces (tatziki, raita)
 - Stews & soups

MADE FOR EVERYDAY COOKING
A true kitchen essential for traditional & modern Middle Eastern recipes.

Forager Project

CULTURED GHEE ALTERNATIVE

PLANT-BASED

Rich, aromatic & perfect for sautéing, finishing & spreading.

- PLANT-BASED & CULTURED**
- MELTS & BROWNS**
Like traditional ghee
- DEEP, NUTTY AROMA**
Naturally rich & satisfying



Melts beautifully. Browns perfectly

- PERFECT FOR**
- Sautéing & tempering
 - Finishing & drizzling
 - Spreading & baking

A CULTURED TWIST ON A TRADITIONAL STAPLE
Built for flavor. Made for today's kitchens.

Forager Project

MARINADE & DIP BASE

PLANT-BASED
Bold flavor. Endless possibilities.
Marinades, dips, dressings & more.

- PLANT-BASED**
Goodness
- MARINATE, DIP, DRESS, REPEAT**
One base, many uses
- SMOOTH & VERSATILE**
Blends beautifully in any recipe



- GREAT FOR**
- Marinades for tofu, paneer, veggies & more
 - Dips (hummus, raita, yogurt dips)
 - Dressings & sauces
 - Spreads & wraps

ELEVATE EVERYDAY MEALS
From weeknight dinners to weekend spreads.

- High in Flavor
- Kitchen Staple
- Time-Saving
- Crowd-Pleasing

Forager Project

CULTURED GHEE ALTERNATIVE

PLANT-BASED
Same rich, nutty flavor you love—now bigger for everyday cooking & sharing.

- PLANT-BASED & CULTURED**
- MELTS & BROWNS**
Like traditional ghee
- RICH, NUTTY & AROMATIC**
Naturally satisfying
- BIGGER SIZE**
More to cook, bake & share



Melts beautifully. Browns perfectly

A CULTURED TWIST ON A TRADITIONAL STAPLE
Built for flavor. Made for today's kitchens.

- Made for Everyday Cooking
- Deliciously Familiar
- Culturally Inspired
- Better for You & the Planet