

Portland-area startup built on Jello shots ramps production

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FOOD & BEVERAGE INNOVATIONS

Jevo is a machine that makes gelatin and edible shots. In 10 minutes the machine can make 20 shots. This is the first product by Portland-based Food & Beverage Innovations.

Armed with a new infusion of capital, Food & Beverage Innovations is ramping up its hiring and production of its flagship product Jevo, a machine that makes Jello shots.

We first [told you about Jevo in 2015](#), when the company emerged with its plan to bring the high profit-margin concoctions to more bars and restaurants.

The company has so far raised \$7.4 million from investors, including [\\$5 million disclosed in December](#), and it is ramping production. The company has leased 24,000 square feet for assembly and office space at 16100 S.W. 72nd Ave. in Tigard, said CEO [Jeff Jetton](#).

The 20-person team will occupy the new space this summer. As production ramps, Jetton expects to add another 20 to 30 people by the end of the year across manufacturing, sales, customer success and operations.

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The Jevo machine can make 20 gelatin shots in minutes, which brings down the time and cost for bars and restaurants, making it easier to put these drinks on the menu. The company has patented the machine as well as the gelatin pods that go with it.

It's a model perfected in the coffee world by the Keurig machines and pods. Customers buy the Jevo once, then continue to order the gelatin pods.

"The expectations two years ago, we have met or exceeded those," Jetton said.

The company has eight machines out with customers and a backlog of two years worth of orders. It has recently obtained all the tooled parts needed for manufacturing the machines at a higher rate for less cost.

This month the company expects to build 50 machines, with another 75 machines next month and 125 machines after that. Once the company is in full production, it can make 400 machines a month, Jetton said.

So far, the company is funded mostly through high-net worth individuals, he said. There is one institutional investor, though he declined to name them.

Part of the company's early success is a relationship it formed early on with spirits maker Beam Suntory. The partnership helped Jevo land national accounts quickly and build credibility with bar and restaurant owners faster.

Some early high volume accounts include Outback Steak House and Senor Frog's. Jetton said one early customer in Las Vegas sold 8,000 Jello shots in one month. That translated to \$24,000 in revenue and \$18,000 in profit for the month.

"We are definitely still excited about the opportunity in front of us," Jetton said. "The machine is very robust and designed to be very stable and be a workhorse in the field."

While the company targets bars and restaurants, it could also find non-alcoholic uses for in-home and assisted living health care providers.



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