

Madyson’s Marshmallows obtained GMP certification and increased annual sales by \$50,000

[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. Their marshmallows are produced using natural, kosher ingredients without preservatives. Based in Heber, Utah, their marshmallows can be found in both national retail locations and smaller specialty markets and boutiques.



Project scope: 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.

Solution: The University of Utah Manufacturing Extension Partnership (UUMEP) Center staff worked with company owner Breeze Wetzel, to support their preparation for the GMP audit.

Results: Madyson’s Marshmallows successfully obtained their GMP certification.

Impact: By obtaining their GMP certification, Madyson’s Marshmallows is now able to expand into national markets, which allows them to retain \$100,000 in sales and increase sales annually by \$50,000.

Client testimonial:

“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. Quality and food safety are of the utmost importance to us and to our customers. 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. Our next step in the journey of food safety is to become SQF Level 2 certified and to make this happen, we will continue to partner with the UUMEP Center to conduct a gap analysis, implement changes, and more towards SQF certification.” *Breeze Wetzel, Owner*

