

Isabella Jaras

Nutra Bien



“ I saw an opportunity to bring a homemade feel to mass-produced baked goods. ”

COUNTRY	Chile
INDUSTRY	Consumer
EMPLOYEES	204
YEAR SELECTED	2001
PARTNER	Patricio Jaras
WEBSITE	www.nutrabilien.cl

COMPANY SNAPSHOT

In 1984 Isabella started selling baked goods and sandwiches to MIT students as a means of supporting her husband while he was getting his Master's degree. Isabella's homemade brownies, a baked good that she introduced to Chile, is the inspiration for Nutrabien — a company she founded with her brother, Patricio, that produces, sells and distributes snacks such as brownies, muffins, cookies, and cakes. Although its products are mass-produced, they are as close to homemade as possible; none of the products contain artificial preservatives or sweeteners.

Since selection by Endeavor, the number of jobs has grown by 221%.

ENDEAVOR AND NUTRA BIEN

Endeavor helped Nutrabien pursue venture capital investment and negotiate the partial sale of the company. In addition to local corporate governance and financing support, and the Pathways to Prosperity program, the Entrepreneurs benefited from the Global eMBA program (which produced a valuation model), workshops, and Immersion Tour.

Isabella and Patricio have demonstrated commitment by speaking at Endeavor events and mentoring fellow Entrepreneurs.