

LEAVING KRAFT SINGLES BEHIND, SHE'S DOING IT HER WHEY

Daphne D. Mazarakis can make whey protein sound pretty appealing. A former brand manager at Kraft Foods (Velveeta and Kraft Singles), Mazarakis, 35, says she sprinkled whey powder on her regular meals, and without doing anything else differently, she lost a skirt size in six weeks. Now she's preparing to roll out her own line of yogurt with whey protein. Her startup, Tula Foods, plans to begin sup-

plying its Better Whey products to Whole Foods Market in July.

Body builders have been consuming whey protein since the 1970s. But extracting it from milk isn't easy. Plus, the substance often tastes chalky. "It requires delicate treatment and high technology," she says. Though whey protein could be added to other products, Mazarakis chose to start with all-natural yogurt because its sales

are growing 35% a year in organic markets. The alum of the University of Chicago Graduate School of Business invested \$800,000 in Tula after leaving Kraft in 2007. She hopes her Evanston business will be profitable within three years. —Jing Zhou

