

REIN Network — Portfolio

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Chum Chum

Country: ?? México **Category:** Food & Agriculture **CT Taxonomy:** [PENDIENTE] **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** — **Website:** <https://chumchum.mx> **Funded:** — **Founder:** Verónica Macías Díaz

Elevator Pitch

Converts surplus produce and food-industry byproducts into sauces, purées, and food-service products for corporate, hospitality, and healthcare clients.

Climate Problem

Food loss across the value chain in Mexico's food system.

Solution

Upcycling surplus and byproducts into new food-service products.

Source Notes

Founder: REIN Hubs Website Handoff (CTH internal doc, 2026). Impact table: BookStack page 210 (Impacto Regional REIN 2019–2025).

Founder

Verónica Macías Díaz