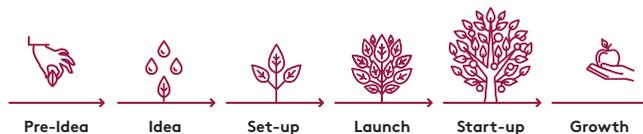


## Minerva Jimenez, Minjums Foods



**"I am a dreamer and I always dream big. I really want to sell my product around the world in the future, to be in the big supermarkets or where people can easily buy my products."**

**"I love learning about different cultures and enjoy hearing about the successes of other Sisters."**



### Sister since March 2019

While studying her Bachelors degree in Food Science, Minerva realised her passion for food product development. She dreamed of having her own food business one day, with a mission of changing the way people eat by creating healthy and delicious products. After 15 years working in the food industry, moving from the USA to Australia, and having her first baby, she found herself unemployed in a new country.

When her daughter was diagnosed with an allergy to cow's milk and soy, medical professionals recommended that her daughter stay away from any foods containing these allergens. Minerva soon realised how difficult it was to find a product with no allergens, but equally difficult to find a healthy sweet snack and solving this problem was how MINJUMS FOODS was born.

MINJUMS sweet spreadable dips are plant-based, made with wholesome ingredients such as lentils, fruits and vegetables, and have no added sugars, additives or artificial ingredients. Currently she's selling MINJUMS at local farmers markets and stocked by a number of health food stores, with an online store in development.

### How Global Sisters is making a difference

Originally from Mexico, Minerva came to Australia in 2016 and the Global Sisters networks was important in reducing isolation, making business connections and being part of a community of women who back her.

Global Sisters has supported Minerva through:

- Business ideation and set up via the My Big Idea workshop and Sister School in early 2019
- Creating her brand and launching MINJUMS



- The opportunity to access funds, networks and pro bono support at the 2019 Sister Pitch
- access to an Auspost provided smartphone and data to run her business

The support from the Sister Pitch is fundamentally changing her business from a local market business to one that has large scale potential

"Everything happened really fast. I went to Sydney to meet with the founder of Coco & Lucas. It was great to hear her experience and see her factory. The purpose was to learn about extending product shelf life but this expanded to her becoming my business advisor" Minerva says. Clemenger Melbourne has provided critical strategy advice around marketing, value proposition and market positioning. She also received support from social media marketing expert on product photography.

Minerva says she loves being part of the Global Sisters community.

### Follow Minerva's business journey at:

 [Watch Minerva's video](#)

 [minjums.com.au](http://minjums.com.au)

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