

Disrupt Yourself Podcast

EPISODE 386: BETTY LU

Welcome to the Disrupt Yourself podcast. I'm your host Whitney Johnson, CEO of Disruption Advisors, where we help you build teams of high performing people -- because organizations don't disrupt, people do.

Do you know that feeling when you've been on a road trip for however many hours -- or even days -- and you just can't bring yourself to eat another bite of fast food? The food all looks the same, the landscape outside your window starts blending together, and you just crave something... different?

There's a part of us deep inside that searches out for the "different." Call it curiosity, wanderlust, whatever you like, but we humans -- we are not good with monotony. We want to leave our small town for the big city, startup that new project at work, or even something as small as, we want to freshen up a shelf on a bookcase. We want to experience life from many directions, not just one.

Our guest today has made that multi-faceted mindset the focus of both her professional and personal life. Betty Lu is the CEO and founder of Confetti Snacks, everything from dried mandarin oranges to my personal favorite, shiitake mushroom chips. She's about making sure the next generation of kids grows up eating broccoli, but she is also dedicated to putting a dent in the world's food waste, partnering with organizations like the World Food Programme. So, what perspectives helped Betty build her brand -- and build herself, too?

I hope you enjoy.

Whitney Johnson: Let's start off a little bit esoteric. And let me ask you the question. In your opinion, what does a good snack need to have so that we as humans feel nourished by the snack?

Betty Lu: Mhm. Great question. I think a good snack ideally should be, you know, vibrant, colorful fun to eat. It also should be planet forward in the sense of sustainability. And also, you know, it should nourish us. You know, eating the colors of the rainbow is so important. Different colors of fruits and vegetables have phytonutrients, vitamins and minerals that nourish us from within. And I think it's important to, to make our palette as colorful as possible.

Whitney Johnson: So, it's nourishing for us physically. But there's also something that delights our eye, delights, our sense of delights, all of our senses.

Betty Lu: Absolutely. And you know, I'm a super taster. So, I, you know, it's very important for anything that I eat to have a good profile in terms of flavor, depth, texture, mouthfeel. You know, having a good top, middle and base notes of a recipe is so important.

Whitney Johnson: What is a super taster? I've never heard of that before. What is that?

Betty Lu: A super taster is, 1 in 4 people. You might be a super taster as well. It's, you know, they sense better, deeper flavors and, you know, the nose and the tongue, taste buds are very connected. So, these super tasters, they smell and taste in more depth, and they are usually hired in, as a food technologist or a nose for a perfume house. So, a lot of, you know, noses for, say, Estee Lauder or, you know, Chloe perfumes, like they are usually super tasters as well. So, they sense more taste than most people.

Whitney Johnson: Oh, well, I don't think that I am, but I think it would be super fun to be one. I love that you are. So, let's step back. You said that you, well, you didn't say this, but I know this from. We know this from doing the research is that you grew up in Singapore. A lot of us have only heard of it. We haven't been there, although I've had the good fortune of being there. But can you describe the Lion City, which I didn't realize, that's another name for Singapore, the Lion City. What is it like through your eyes? What does Singapore look and taste and feel like to you?

Betty Lu: Wow. Great question. You know, Singapore is called the Lion City because the first British explorer which found this island in the middle of nowhere, the first thing he saw was a lion. That's why it's called Lion City. So, our flag actually has a lion and a tiger next to the medallion. So, Singapore is a very unique country. You know, we don't have any kind of, you know, mountains, landscapes, natural resources. So, it's such a small country as well. You drive from one end to the other in about half an hour. It's a tiny, tiny country. And, you know, because we have no resources, you know, human talent is the most important thing. And our national pastime is actually food. The, as a culture, we are so food obsessed. And it's placed right in the middle between East and West. So, we have so many different culinary cultures from around the world that is mixed into this fascinating melting pot.

Whitney Johnson: And is there a sight or a sound or a smell or a taste that always reminds you of home? What is that for you? What's home for you?

Betty Lu: Yeah. So, another name for Lion City is the Garden City. You know a lot of our land is covered with rainforests and trees and beautiful flowers. So, every time I, you know, smell the air in Singapore it always smells like flowers. Our street food is a UNESCO World Heritage site. So, it's our botanic gardens. So, you know, whenever I am in that tropical ambiance with, like, grilled satay meats, with a mix, with the amazing smell of flowers in the air that always reminds me of Singapore.

Whitney Johnson: That's home for you.

Betty Lu: Yes.

Whitney Johnson: So, how did you know? In 2015, you set out on a tour of the world. So almost ten years ago now. How did you know, how did you feel that it was time for you to leave home and go on this world tour?

Betty Lu: Yes. I'm really grateful for Singapore. It taught me so much. It gave me a world-class education. But, you know, then again, it's a very small country, and I've always imagined what it's like to be in a remote place, an exotic location in different parts of the world. I really felt like I needed to expand my horizons, you know, take some calculated risks and really see the world for what it is. My father passed away when I was three. And, you know, being brought up by a single mum as an only child. You know, I don't have any siblings to play with. And it's always, you know, books have always taken me to different locations, and my imagination, really propelled me to want to see other cultures, you know, explore different cities, try different kinds of foods and really push the boundaries in terms of, you know, what I can do and contribute as a human being.

Whitney Johnson: What was one of the books that captured your imagination? What was a book that was especially meaningful?

Betty Lu: I would say, "*Whatever You Think, Think the Opposite*," by Paul Arden. He's one of my favorite authors. So, he had a long career in the creative advertising space. And, you know, he, you know, he ended the book with, you know, to astonish someone, you know, to astonish me. Like in the sense of creative agencies. There's so much sound and noise and so much distraction, and, on a daily basis. So, for a brand to really stand out, to create work that is astonishing. Like that was my biggest takeaway from his book, and I reread it like 17 times. I love it so much. Every time I feel like, you know, whenever I have a crossroads, when I'm trying to decide to go one way or the other, I reread the book because it inspires me to not settle for mediocrity or the status quo. But it's actually a lot safer to choose the more risky road and astonish someone. And that really is a way to really live legacy and create more impact as a brand.

Whitney Johnson: So, that book is a touchstone for you?

Betty Lu: Yes.

Whitney Johnson: All right. On your world tour that you did. What was one place that you went? 1 or 2 places that you went that captivated you?

Betty Lu: My favorite country in the world. I've been to about 56 countries now. I think my favorite in the world is Nouvelle-Calédonie. So New Caledonia is, it has the largest, longest lagoon in the world, the most number of black and white striped sea snakes. And the tallest lighthouse in the world is really off the beaten tourist path, which I love. You know, the beaches are always so remote. The national language is French, and it's stunning. Like, I climbed up to the top of this lighthouse and I looked down and there was really heartbreaking beauty, like every single color imaginable of coral reefs, fish, you know, it's just a kaleidoscope of colors. And I can't even, you know, come close to believing that a place like that exists because it's so surreal. I think it is probably what Paradise looks like. It's really, really stunning. I could live there forever.

Whitney Johnson: I'm thinking the tourism bureau of New Caledonia. It's New Caledonia, right?

Betty Lu: Yes, New Caledonia.

Whitney Johnson: They should hire you because you just gave a such an amazing commercial for them. I'm like, I want to go there. It sounds, it does sound stunning.

Betty Lu: Yes.

Whitney Johnson: All right, let's talk about Confetti Snacks. So, like all, not all, but most good business ideas. This came to you because you knew exactly what you wanted, but it didn't yet exist. So, tell us more about your experience of mountain climbing and how this helped you bring this idea of Confetti Snacks to life.

Betty Lu: Absolutely. So, this, you know, there's a lot of coincidences and serendipity in the sense that I'm a very adventurous person. You know, I love paragliding, you know, hiking, mountain climbing, just experiencing different layers of travel. A very wise divemaster once told me, you know, to see the world properly, you should see it from different perspectives. Like from the air, which I do from paragliding, underwater by scuba diving, and on land by hiking and mountain climbing. So, if you see different facets of the world and really travel in a spherical way, that's how you really see a lot of that of a country. So, I've took his advice and, you know, I've been hiking a lot, exploring in different dimensions. And, you know, I always feel very, you know, not wowed by the snacks that I take, you know, in terms of, like, protein bars are very boring. And then there's potato chips that give me a very sore throat. So, I started thinking, like, if I were to create an ideal snack, what would that look like? And so, I was actually hiking in British Columbia, in the mountains of Canada. And I was really feeling very homesick. You know, Singapore has one of the best, you know, food cultures in the world. So, I started going to farmer's markets and, you know, gathering up different fresh produce, slicing them up and baking them in my kitchen and then, you know, infusing them with flavors that I miss so much from my home in Singapore. And I started distributing that to my neighbors and friends. Everyone loved it and told me that if this was available in a supermarket, they would buy it. So, that answered my billion-dollar question on whether to launch this brand. You know, as long as I have a market who can pay hard earned money for it, I think there's a proper business there.

Whitney Johnson: I love that you didn't say million dollar. You said billion dollar. I love that. Okay, so you also, in addition to your wanting to have a snack that was not boring, that reminded you of home. Your Confetti Snacks, which, by the way, are so delicious. I love them so much. We have a whole box in our house. I especially love the mushrooms. I have to say, you tackle the pervasive issue of food waste. So, just here in the United States, the USDA says about 30 to 40% of the total food supply gets wasted. So, can you talk about just the mechanics of how really serviceable food ends up in a landfill? Because it can't all be, you know, food that's gone bad. So, what's happening from a dynamic ecosystem perspective that's causing this?

Betty Lu: Yes. Yeah, that's a great problem that is actually facing the world today. We have about one third of edible produce, or 2.9 trillion pounds of edible produce that get thrown away every year simply because of esthetic reasons. They're imperfect or as they say in Britain, wonky. So maybe the shape is wrong. The size is wrong. It's not perfect exacting standards that is required by the supermarket, or it could be due to a crop surplus. So, farms, plantations, they don't necessarily, they are not able to predict and forecast demand perfectly in terms of what the retailers need. So, as a result they always produce in surplus to meet demand. And then they are stuck with a bunch of, you know, perishable produce that can't be sold in time. They have a shelf life of less than one week, and then they end up in a landfill. And there's a lot of it. And, you know, they, as they decompose, they release greenhouse emissions and methane that contributes to global warming. So, and then we also realize that, you know, 8.6 million people die from starvation and hunger every year while we mindlessly throw away one third of edible produce. Just because our supply chain systems are not perfect, they are not efficient. So that is the biggest thing that upcycling is trying to address. You know, if we can take these surpluses or imperfect foods, you know, and really elevate it to, you know, amazing culinary experiences and amazing assortments of food and beverage, I think we have a big way to reinvent this category and really resolve some big problems facing the world today.

Whitney Johnson: So, one of the ways you're tackling this is by taking food that may be imperfect or wonky, as you said, and using that food that might otherwise get disposed. It sounds like also some of the work that you're doing is to help people who are starving. What does that charitable piece of your organization look like?

Betty Lu: Yeah. So, you know, I like to think of it as a Robin Hood approach where we, you know, we launch in very expensive countries, like Amsterdam, United States, Singapore, you know, London and Austria. And then we sell these incredible, delicious baked snacks to, to the consumers so they have a healthier, delicious snack to snack on. At the same time, we take part of our profits to feed the hungriest people in the world who are in refugee camps. They may be facing genocides, you know, refugee crises. They might be displaced because of natural disasters. So, we work with huge humanitarian organizations like the World Food Program by United Nations, Red Cross, UNICEF, and really, you know, feed the people who are so vulnerable and so food insecure that they don't actually have, you know, a proper meal on their table every day. So how can we touch this? Vulnerable

communities, you know, food banks, homeless shelters, even food deserts so that we can really get them emergency food relief?

Whitney Johnson: Yeah. So good. All right. So, I'm going to ask you kind of a fun question. Do you have a junk snack food that you'd admit to on our show? So, Alex, our producer, who you just met before we started his junk food, Achilles heel is Swedish Fish.

Betty Lu: Oh, wow, the gummy?

Whitney Johnson: Yeah, the gummy Swedish fish. That is his Achilles junk heel, Achilles heel junk food. Mine would be, gummy bears, actually, or chocolate chip cookies. But do you have a junk snack food that you would like to confess on air?

Betty Lu: Yes. So, most people have a sweet tooth. I have two, you know, I'm so. I love sweet food a lot. So, I would say I'm really obsessed with creme Brulé. I've tried, I think, more than 500 creme Brulés around the world, and I try in different restaurants. I do have a favorite one that I found in in the world trip that I did in Queenstown in New Zealand, overlooking the lake. And that was like the best scramble ever. Like it was so, you know, creamy and rich and then like the crack when you use your spoon to hit the top of the caramel, it was perfect sound. So, that was really stunning. And the vanilla beans pod that you can see as well.

Whitney Johnson: Okay. That's your one sweet tooth. What's your other sweet tooth that you were going to mention?

Betty Lu: You know, Ferrero Rocher. You know, I like to eat it by the layer. So, I eat the nutty part first, then I eat the, the, um, the big part, and then I go down. So, I eat it layer by layer, which all my friends find me really weird and bizarre, and I take really long to eat the Ferrero Rocher.

Whitney Johnson: You're relishing it. Oh. So good. All right, so Confetti Snacks proves its value in Singapore. Then you decide. You said that you have this Robin Hood approach. You're going to, you know, you went to Amsterdam, you went to London. Now you're in the United States. So, what did expansion look like in the United States from a very practical standpoint. So, first planning meeting to American shelves. Can you just walk us through this from a business standpoint? What you did?

Betty Lu: Yes, absolutely. So, you know, as a Singaporean, you know, my first, my first minimum viable product or MVP was actually launched in Singapore in pop ups. Then, you know, we got the attention of the government who gave us the first check to start the first batch from the factory and scale it up in terms of production. So, more venture capital came into play and more impact angels as well. And then, you know, testing in Singapore is great because the geography is so small, tiny, tiny country. And, you know, to test it, launch it in all the supermarkets, we know that it has significant traction. And then once we have saturated that market, the next step would be really to focus on, you know, the largest market in the world, which is United States. It's the largest snack and consumer market in the world. They are obsessed with plants. They love plant-based things, especially after the pandemic, where people want permissible indulgence. So, I decided to move to New York City. And then, you know, I was paragliding in San Francisco, and I love the weather there more. So, I actually moved to San Francisco last summer. And you know, I really feel like the food culture is so strong here, especially in the East and West Coast. You know, there's so much diversity, so many different nationalities who live here. You know, it kind of reminds me of Singapore in the sense that, you know, people here really celebrate diversity and inclusion. And I felt like to really make my mark as a global brand. I do have to move to a place where the changemakers live.

Betty Lu: So, US is a natural step. And then we decided to focus on like, how can we become a national brand fast? We started off by supplying to gourmet stores in independent stores and then Walmart loved the snacks a lot. So, they decided to launch us nationwide this summer. And then we started distributing to Netflix offices. They had a vote on which is their favorite flavor, which turns out to be shiitake mushroom chips in Thai green curry. So, we are now supplying to all the offices for Netflix and then started signing on with, different retailers like Heinen's, Home Goods, Molly Stone's Festival Foods, GNC Mexico and the key food distributors like UNFI, Key

Port Foods and you know, continuing our success in the independence that made us like Mustard Seed Market in Ohio. So, I do feel like, you know, that's also propagated with a, you know, a publicity dimension as well. You know, Food and Wine magazine rated us as their perfect road trip snack for summer. You know, we got featured on Forbes and as a case study on Harvard Business Review. We also got, you know, applauded by the Michelin Guide, in terms of our movement, in terms of, you know, really celebrating veggies and fruit and fighting food waste. So, I do feel like jumping on the bandwagon of sustainability and really creating something very innovative, very extraordinary in terms of taste is, probably one of the strongest usp's that we have.

Whitney Johnson: Yeah. So, Betty, it sounds like, um, you've had sort of success after success, after success. What is something what's an experience that you've had? That was a crucible moment, that it was just really, really hard for you and tested who you are as an entrepreneur and a human being.

Betty Lu: Wow. I had some really dark moments and thanks for asking this. I had some really dark moments in this journey. You know, I think, you know, it's very easy to be a critic in this world. When I started, a lot of people didn't believe it's gonna work, you know, because there's so much competition in the snack space. It's brutal. It's really cutthroat competition. Every day you're trying to fight for shelf space. There are people who monopolize shelf space, and they do have billions of dollars. They have more money than God. It's very hard to compete against that. So, for an entrepreneur to take a leap of faith and do something that they know is very risky, they know the chances of failure is very high, in fact, one, you know, 1% of startups actually make it after the first five years. This is our sixth year now, and we are thankful to be alive. But, you know, I do feel like the darkest moments where you are dealing with naysayers, people who don't believe in you, you know, VCs or investors who doubt your vision and your strategy and to still stick to your guns and do it anyway. In fact, you know, my whole move from Singapore to US, you know, half of my investors were not happy with that decision. They are like, why? Why go to such a dangerous territory? You know, you should stay put in Singapore where it's safe and it's your comfort zone. You know, I do have people who doubt me. And it's very important that if you have a vision in, in your mind to just follow through anyway and, you know, keep going. I think that's very important. Like the brand shouldn't lose the heart of the entrepreneur ever. And we shouldn't compromise for anyone.

Whitney Johnson: Yeah, yeah. So, I'm curious. So, in that moment when someone is just like, what are you doing? This doesn't make sense. You're never going to succeed. What do you do? Like what do you tell yourself? Do you go run? Do you go hike? Do you listen to something? You probably read the Paul Arden book again. Do you, like what's your what's your routine or your ritual when you get to that place of like, they are questioning me and they're questioning me, so I'm questioning myself. I've got to get myself out of this mindset. What are some things you do to get yourself back on the track that you've set for yourself?

Betty Lu: Yeah, a great question. The first thing I do is to find the closest cat to me. I'm a huge cat person, so I pick up...

Whitney Johnson: I saw a cat. I saw a cat wandering behind you. I love that. Okay, go ahead.

Betty Lu: Yes. So, yeah, cats are my biggest teacher in my life, you know, because they don't need validation from anyone. They do exactly as they please. You know, they break rules, And I do feel like that's the point where I remind myself that I don't need anyone's validation. You know, my dad passed away when he was my age at 36. And, you know, he died with so many unfulfilled dreams and goals. You know, it's a privilege to be under that pressure. It's a privilege to have that that pressure to, you know, I passed burnout so many times before, you know, and I really remind myself that I'm not going to be in this world for a long time. You know, I have a finite time in this world, and it's very important to listen to my own heart rather than someone else's direction. And if they don't agree with me, I don't need their validation. So, it's like my own project. This is my own baby. I'm going to do as I please. And cats teach me a lot in terms of not caring what anyone thinks and, you know, forming your own rules. And I do feel like to take, you know, decisive risks is very important, to reinvent a category, to disrupt a category like nobody actually got anywhere by not going against the flow. So, I think that's very important.

Whitney Johnson: I think it's fascinating. So, I'm hearing two things. Number one is that, and we have two cats and it's true they don't care what you think, they just don't. They're going to do what they're going to do, which is

fascinating. And then the second thing that's interesting of what you said is that your father, when he died, when you were three, he was 36 years old. You have a greater sense of finiteness or that time is limited. So, there's this constraint that you feel that maybe other people like you need to live your life because you're not you. Actually, even though we all know intellectually we're not going to live forever if we haven't had an experience like you've had, we still think we're going to.

Betty Lu: Yes. Yeah. A lot of people live in a safe zone. Like it's almost like they think they're going to live forever. I think death is a really good wakeup call because it tells you that, hey, you know, you're not going to be here forever. And I looked, I climbed the Grand Canyon, last week. And, you know, these rocks are 2 billion years old and all these layers of time, like, you know, our life in comparison. It finishes in a blink of an eye. Like, why are we taking all this for granted? We should be taking every risk that we can and really actualize every dream that we have here.

Whitney Johnson: Yeah. So good. All right. So, just a few more questions. So, your company, you know, you said you started it six years ago. It has tenx'd. It has 100x'd. You just shared with me a number of accolades that it's received, and I'm sure that you have a few moments where you pinch yourself and go, wow, wow, this is amazing. And I also wonder how do you nourish yourself, your soul and your spirit and just keep yourself grounded so that you can continue to do this vision, continue to, you know, deal with the naysayers, but also to not read the press clippings and sort of believe that you're, you know, sort of better than you are as a human being. Like, what do you do to tether yourself and just stay true to Betty?

Betty Lu: Yes, absolutely. So, you know, we have got really amazing growth so far. You know, going from tens of stores to 3900 now in eight countries and then, you know, distributors from different parts of the world requesting for containers of the goods. I think that has really, you know, shown that the product is, tastes great and it's really having stickiness and traction in the markets that we are launching in. So, that is actually very uplifting because every time, you know, as an entrepreneur, you are the chief firefighter of the company. You are fighting a different fire every day. There are so many fires. And then there are, you know, people who are doubting you, against you. Lots of critics around, you know, and I do feel like it's very important, these little wins really motivate me. I'm a huge runner as well. I run about five miles every evening, so when I'm in a running zone, it helps me decompress. And most importantly, I would say, you know, a huge, you know, a lot of gratitude to my team. You know, my team, they are all individually, all a lot more intelligent than me. They have launched a lot of brands like honesty, Vida, Coco, Pop Chips, you know, Vitamin Water, Honest, and, you know, being around such creative geniuses, you know, people who have really taken unknown brands to billion dollar exits. You know, I really feel like, you know, and they are so humble as well. They are so grounded and down to earth. And that makes me want to be a better human being. Like is in the sense that they have accomplished so much more than I would ever be able to accomplish. And they and yet they are so grounded, and they are the most humble people I've ever met, you know, like Alexander our chairman. You know, Michael Kravitz, our creative director, you know, Andre, our board member. They are all, you know, individually, so much more intelligent than I am. And they are so grounded. And that inspires me every day.

Whitney Johnson: Interesting. So, one thing is that you, you nourish yourself because you're building something that's meaningful to you. So, when you see it grow it's like it's like seeing your baby, your child grow. So, that's nourishing, the running. Get rid of the cortisol, manage yourself physically. And then interesting what you said is you're around people that are so smart and brilliant and recognizing all that they bring in the talent that they have to what you're doing, it allows you to just appreciate, but also get a sense of like, here's what I'm good at, here's what I'm not. And so that that sort of partnership keeps you grounded as well.

Betty Lu: Yeah, absolutely. And we've weathered every storm, you know, every high and low of a roller coaster together. And it's fun. You know, these people have become really good friends and it's really fun to launch something. And, you know, the thing is, we are pushing against potato chips. And if we can find exotic fruits and vegetables and really elevate them and really astonish the consumer and show them that, hey, this can taste so much better than, you know, a junk extruded puff or a potato chip. Like, that's fun to do, like working with all these talented chefs, food technologists, you know, learning from all these people from around the world and their cultures as well, like, this has been a really adventurous journey.

Whitney Johnson: Yeah. It is so fun to go, you know, when I want to take a break and I want a snack to be able to go eat one of your Confetti Snacks and have it be delicious and nourishing. And I don't feel guilty. I love that, right? You get all of the above, So. All right, so as we start to wrap up, a question that I ask at the end of every podcast is what in this conversation has been useful for you? So, it's probably nothing that I said because I'm pretty much asking the questions. And it's probably just you had an aha or you observed something in the course of our conversation that was useful for you. So, what was that for you?

Betty Lu: Yes. I feel like, you know, you know, right now we are just in the pinnacle. You know, we are the tip of the iceberg. There's so much more depth to explore. And, you know, in the course of the conversation and just sharing my excitement about growing this brand, you know, I noticed there's so much, you know, unfulfilled potential that has not been met yet. You know, like, for example, you know, we have partnered with Mickey Mouse and Disney to bring our snacks to millions of schoolchildren in schools, in, and different families and households so that they, they learn to love and celebrate veggies and fruit from a young age. Like, this is a revolution. Like this is a legacy that I want to outlive me for many generations to come and get people seduced into eating fruits and veggies rather than, you know, just a blank palette. When I got to US, I was really shocked because if I'm hungry in the middle of the night, there's only like fast food chains, like everything is one color, you know, there's not enough like variety or, you know, vibrancy in terms of the food that we eat here, which I think is really tragic. It's a catastrophe. Like, is there any way to incorporate more colors in our diets and get people excited about eating fruits and veggies?

Whitney Johnson: Mhm. Yeah. So, what I'm hearing you say is that you had this experience today as we've had this conversation of like, okay, I'm taking a moment. I'm looking at what we've done, I'm really happy about what we've done. And oh, there's so much more we can do. And just being reminded of the possibility for and really the movement that you're focusing on creating.

Betty Lu: Yeah, absolutely. And the possibility of us in every human being as well, you know, in terms of creating all these projects that fulfill us. You know, I think I'm doing this a lot for selfish reasons, because if I don't have a creative outlet, I get very restless. You know, I need to continue, like creating and building and that's my key happiness indicator.

Whitney Johnson: Mhm. So good. Any final thoughts that you'd like to share as we close.

Betty Lu: Yeah, I, really incredibly excited to celebrate veggies. And, you know, I hope to really disrupt this space and really focus on creating a snack brand that helps to resolve food waste and hunger while at the same time celebrating the diverse culinary concepts and cultures from around the world.

Whitney Johnson: Betty, thank you so much.

Betty Lu: Thanks so much. Really appreciate it, Whitney.

For Betty, it's not enough to just run around the island, pounding pavement. She's not satisfied until she's gone hang gliding and scuba diving, getting that bird's eye and well, fish-eye perspective. Singapore might have some of the world's best cuisine, but in the end that's still one country – Betty's been to 56.

A diversity of perspective means a diversity of possibility. The more ways you can approach a problem, studying it from all angles, the more ways you have to solve it. And in life, as well as in snacks, choices are key.

In Betty's case, when she was expanding into the US, there's the obvious strategy – get your snack onto grocery store shelves. But like she said, you're competing with billion-dollar companies, for maybe a couple meters of space. So, expand your possibilities. Get those mushroom chips into Netflix offices, because what's better for word-of-mouth exposure than Hollywood power brokers? Get that glowing endorsement from Food and Wine Magazine, so that the last thing a customer sees before they check out in the grocery store is a 5-star review of those mushroom chips.

The more we cultivate our own bank of perspectives, whether that's a four-year journey around the world or just a conversation on the bus, the more we strengthen our ability to come up with choices. When we make it a practice to step out of our own head, we become more resilient AND the world becomes even more vibrant than we thought possible.

For more on the world of sustainable food production, I'd love for you to take a listen to my talk with Andre Menezes, [episode 307](#). Who introduced me to Betty! Thank you, Andre! On learning to set aside your ego when it's blocking your view of the future, there's [episode 360](#) with Sam Coopridier. And if you're looking for a restaurant's perspective on disrupting how we eat, there's [episode 185](#) with Chef Ben Shewry.

Thank you again to Betty Lu and thank you for listening. If you enjoyed today's show, hit subscribe so you don't miss a single episode. If you want to know more about how DA can support you and your organization through upheaval and change, you can reach us at workwithus@thedisruptionadvisors.com.

Thank you to our producer, Alexander Tuerk, production assistant Etta King and production coordinator, Nicole Pellegrino.

I'm Whitney Johnson.

And this has been Disrupt Yourself.