



Chelsea Milling Company now offering vegetarian version of best-selling corn muffin mix

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[Chelsea Milling Company](#), producers of the famous Jiffy Mix products, has begun to offer a vegetarian version of the company's popular corn muffin mix, replacing the lard in the original recipe with vegetable shortening made with palm and soybean oil.

Howdy Holmes, Chelsea Milling Company CEO, says the new product has been in the works for several years. The company enjoys an impressive 91 percent market share on its corn muffin mix, and was looking for a way to capture even more business.

"Some would say, how do you improve upon that?," said Holmes. "We sort of talked about that over the years, and one of the things we realized is that there are some consumers out there who, for a variety of reasons, don't want to use a product that has animal fat or lard in it, which our regular corn muffin does and has had in since its inception in 1950."

The biggest hurdle when reformulating the corn muffin mix to exclude animal fats was making sure that the flavor of the vegetarian mix matched the original recipe.

"The challenge has been that because our regular corn muffin is so popular and the taste is so distinct that every derivative would have to taste exactly alike," said Holmes. "That was not an easy thing to do. It took us a little while. But we finally achieved that objective."

The company, which eschews advertising in favor of lower prices to consumers, is going for a slow roll-out. Locally, the Kroger chain and [Country Market](#) in Chelsea is stocking it.

The corn muffin mix isn't the only Jiffy Mix available in vegetarian form. But it's the corn muffin mix, according to Holmes, that defines Jiffy to many consumers.

"When people think Jiffy Mix, they think of corn muffin mix," said Holmes. "We're the corn muffin company. Which is fine, as long as they think of us."

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