Some things to chew on

Cal Poly alumns pitch a healthy alternative to tobacco with 'Grinds'

By JoAnn Lloyd

Brian Canepa and Pat Pezet have a new kind of chew for Major Grinds. It's the brain storm of Cal Poly grads Matt Canepa (B.S., Business Administration, 2009) and Pat Pezet (B.S., Business Administration, 2010). It's a favored energy kick delivered through coffee grinds encased in a pouch that fits easily in the cheek, like 'chew.'

Two pouches deliver a caffeine equivalent of about one-quarter to slightly less than half a cup of coffee. Flavors include mocha, mint chocolate and cinnamon roll, with plans to add vanilla and a robust French roast flavor.

They say the best part of their jobs is helping people kick the chewing tobacco habit.

For Canepa and Pezet, the reality now is that Grinds is catching on. "The players are coming to us," Canepa said. "They call us 'the Grinds Boys': We love it."