

Paris Winston Is Betting on the Future of Food—And It Starts with Teff

Chicago entrepreneur Paris Winston turns focus to Teff and food innovation, exploring how better nutrition can help shape the future of preventative wellness.

CHICAGO, IL, UNITED STATES, August 9, 2026 /EINPresswire.com/ -- For decades, entrepreneur and investor Paris Winston has quietly built businesses by recognizing opportunities long before they became mainstream. From manufacturing and renewable energy to agriculture and food production, his career has been defined by one guiding principle: create products that solve real problems and improve people's lives.

Despite achieving extraordinary success and accumulating significant personal wealth, Winston has never sought the spotlight. A man known for both his integrity and his preference for privacy, he has allowed his accomplishments—not publicity—to define his legacy.

Among investors and industry insiders, Winston has earned a reputation as one of business's quiet visionaries. Rather than building a public persona, he has spent decades building companies, creating industries, and identifying opportunities years before they reached the mainstream.

“

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Paris Winston

“I've never been interested in fame,” Winston says. “I'd rather spend my time building something meaningful than talking about it. If you create real value, your work speaks for itself.”

Today, Winston believes the next great opportunity lies at



Chicago Gold Coast Mag Cover Story

the intersection of agriculture, nutrition, and preventative wellness.

Based in Chicago, he is now focusing his attention on Teff, an ancient grain he believes has the potential to play an important role in improving nutrition and long-term health.

“Health begins long before someone walks into a doctor’s office,” Winston says. “It starts with the food we eat every day. Better nutrition has the power to improve lives, and I believe we’re only beginning to understand the role food can play in long-term wellness.”

As consumers increasingly seek healthier lifestyles, clean-label ingredients, and functional foods, Winston sees an opportunity to bridge agriculture with preventative health. He believes the future of wellness will be shaped not only by advances in medicine, but also by greater access to nutrient-dense foods that support healthier living every day.

At the center of that vision is Teff, an ancient grain celebrated for its naturally high levels of protein, fiber, iron, calcium, and essential minerals. Long considered a staple throughout East Africa, Teff has attracted increasing global attention for its nutritional profile, versatility, and potential to support healthier diets.

For Winston, Teff represents more than a promising agricultural product—it represents the future of food.

“I’ve spent my career building businesses around products people truly need,” he says. “Today, one of the greatest opportunities is helping people make healthier choices through better nutrition. When you improve the quality of food, you improve the quality of life.”

His interest in Teff builds upon decades of experience across manufacturing, agriculture, and food production. Throughout his career, Winston has consistently demonstrated an ability to identify emerging markets early and create businesses designed for long-term value.

Among his previous agricultural ventures was his work with Red Fife wheat, a heritage grain recognized for its nutritional qualities and premium baking characteristics. That project reflected his longstanding interest in improving food quality through innovative agricultural products and laid part of the foundation for his current focus on nutrient-dense grains.

Now, Winston believes agriculture is entering another transformational era.

With growing consumer demand for transparency, sustainability, and healthier food choices, he sees food innovation becoming one of the defining industries of the coming decade. He believes the companies that will lead this transformation are those committed to producing foods that improve both individual health and broader public well-being.

“Our understanding of health is evolving,” Winston says. “People want to know where their food

comes from, how it's produced, and how it benefits their well-being. The future belongs to companies that recognize food isn't just about feeding people—it's about helping them live healthier, longer lives."

That vision extends beyond any single product. Winston is committed to collaborating with farmers, researchers, manufacturers, and strategic partners to advance agricultural innovation and expand access to nutrient-dense foods. His long-term goal is to help build a food system where nutrition plays a central role in improving health outcomes and supporting healthier communities.

For Winston, the opportunity is about far more than business.

"Throughout my career, I've believed the best businesses are those that solve meaningful problems," he says. "If we can help people live healthier lives through better food, that's not just good business—it's a lasting investment in the future."

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