

6 July 2022

Innovations Session N°10

Successes in export markets from SMEs and entrepreneurs



INNOVATIONS[📶]
SERIES





Bdelo

SUPERFOOD

INFUSED

المنصهر

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Our Company

History:

- Incorporated in April 2010, Bdelo Kenya is an award-winning regional market leader in the production of healthy & tasty snacks
- Bdelo Middle East Marketing & Distribution office established in 2019

Vision: To Nourish & Delight our customers while contributing to the development of local opportunities; living by our name Bdelo- **Bischof Developing Local Opportunities.**

Mission: To be a market leader in the production of healthy & tasty foods and snacks.

Our Values: We are committed to superior products that will contribute to healthy and fun lifestyle.

Award & Recognition

▶ Africa Foodex 2019

1. Gold Award **Snack of the Year**

2. Winner **Best Ingredient Innovation**



Our Products Value Proposition



Our Products

Maize based fused with high value seeds, grains, vegetables, herbs & legumes

Chips (13 fusions)



Tortillas (6 fusions)



Masa Dough



Key Product Range



Our Opportunity

- The global market for gluten-free food is expected to expand considerably between 2020 and 2025, from 5.6 billion U.S. dollars to 8.3 billion U.S. dollars.
- The growing prevalence of lifestyle-related conditions such as diabetes & obesity has encouraged consumers to adopt healthier diets to regulate their fitness.
- Increased focus on green & climate resilient food crops such as millet, sweetpotatoes, legumes, vegetables etc.
- Increased restriction on food packaging & cost of shipment

Our Impact

- **Healthier & fun lifestyles**
- **Foreign earning & Job creation**
- **Rural development & progress**
- **Food security, value addition & commercialization**
- **Creating market for indigenous foods normally grown by women in rural communities**

1 NO POVERTY



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH





The PAFO-COLEACP Innovations Series focuses on innovations and successes of African farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.



Thank you

