



**Nutritious quinoa based products
to healthy food enthusiasts**

Improving nutrition. Improving lives

Supported by:



Sandbox Innovation
Fund Program



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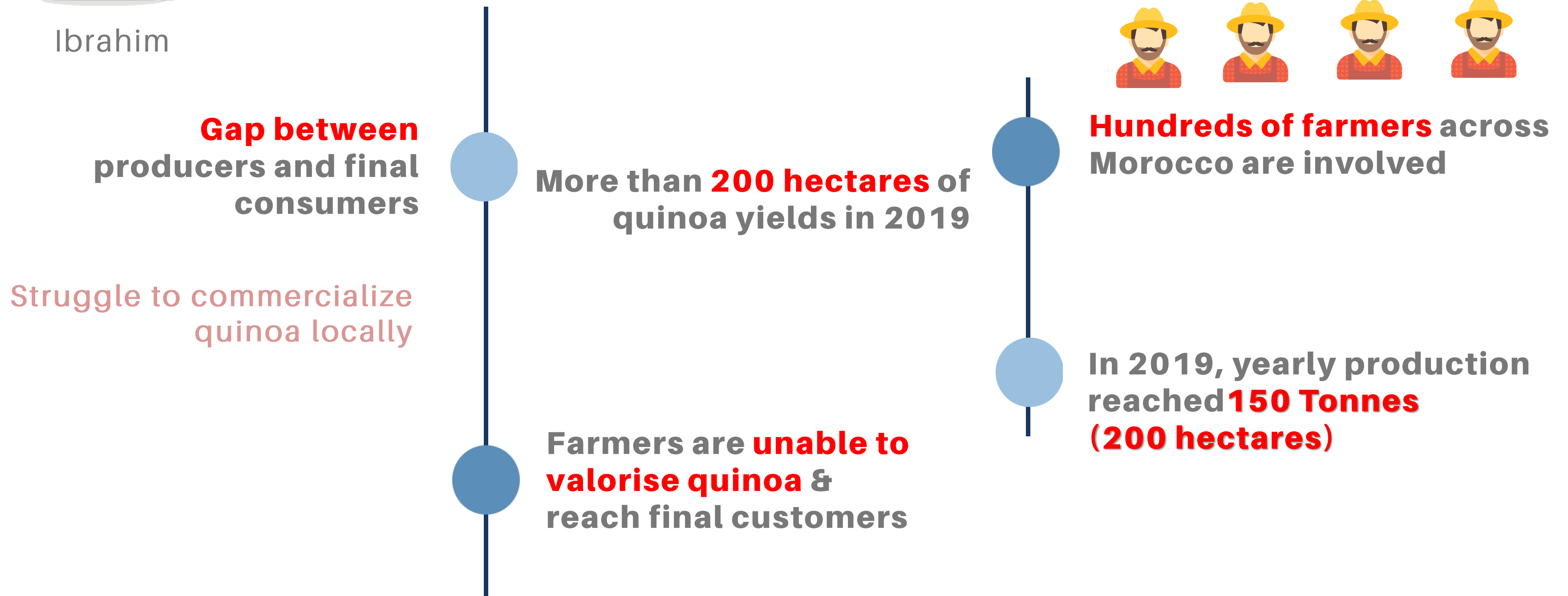




Ibrahim

Quinoa production in Morocco

Has gained momentum since its introduction in 2000s



6million MAD of unexploited raw quinoa harvest

High Demand for Health and Nutritious products in Morocco

Naturally
Healthy food
reach 6%
growth in 2019



High consumer
interest local
Moroccan food
products



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High consumer
awareness for
healthy food



Thriving
industry

Amendy bridge the gap between quinoa farmers and final customers

Our startup create value by building expertise in quinoa product development & diversification

Creating value for smallholders



Smallholders are key partners: suppliers of raw quinoa



Creating locally quinoa products adapted to Moroccan kitchen

In-depth understanding of customers needs

Premium quinoa food products



Quinoa Seeds



Quinoa Instant
Couscous



Quinoa Flour

- **Adapted to local cookery habits, Innovative, Affordable and sustainably sourced**

Innovative healthy Moroccan couscous

Couscous Quinoa Wheat

**NEW
PRODUCT**



Couscous Quinoa Millet

**NEW
PRODUCT**



Couscous Quinoa Maize

**NEW
PRODUCT**

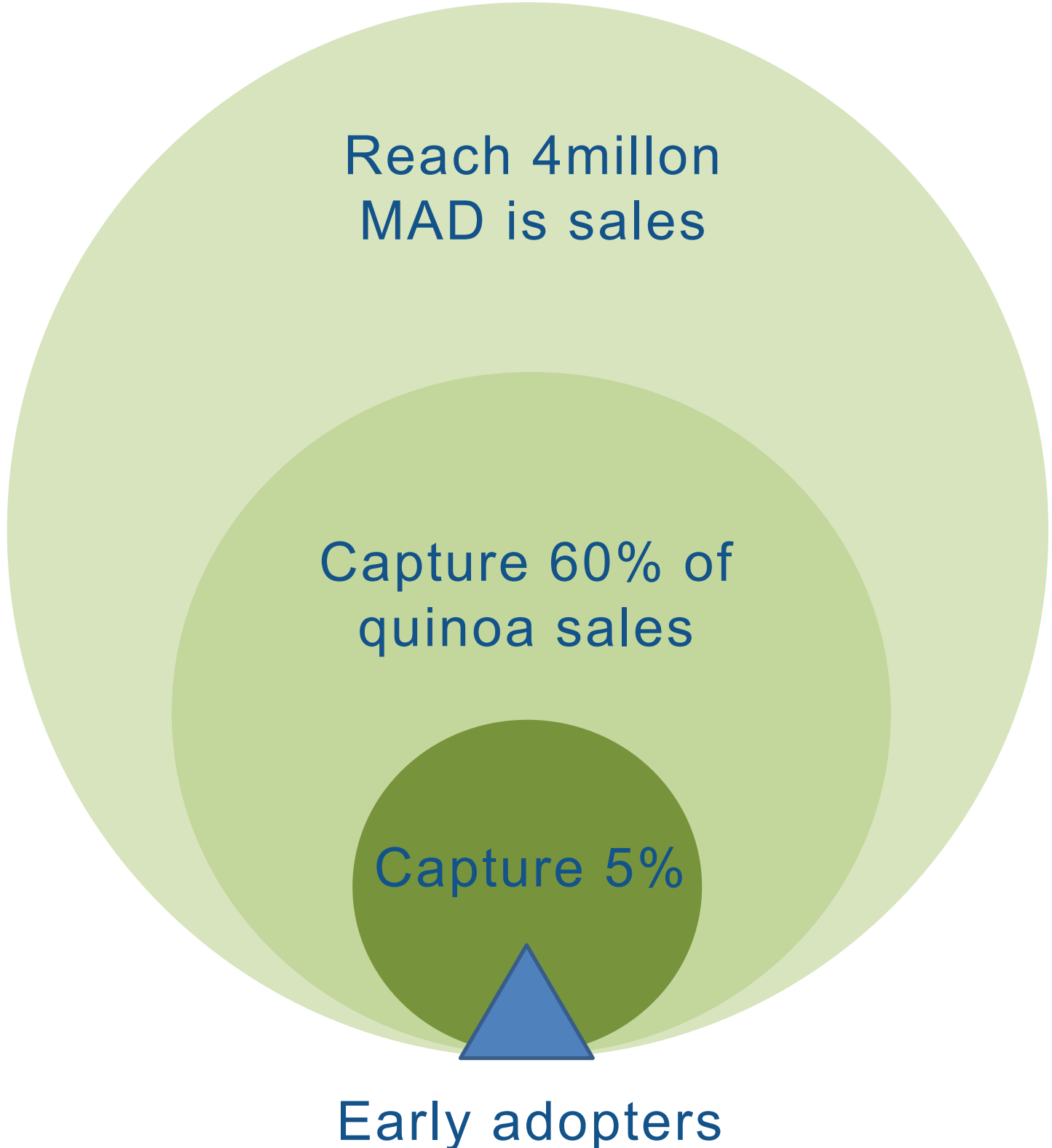


Gluten-free

... + 5 other options

All good all everything. Handmade, traditional recipe and local ingredients.

Thriving industry and growing market



MAD808 million in 2019

Organic Pacakged food retail value

Source: Euromonitor International

Target Customers

B2C Segment

Middle and high income
Moroccans

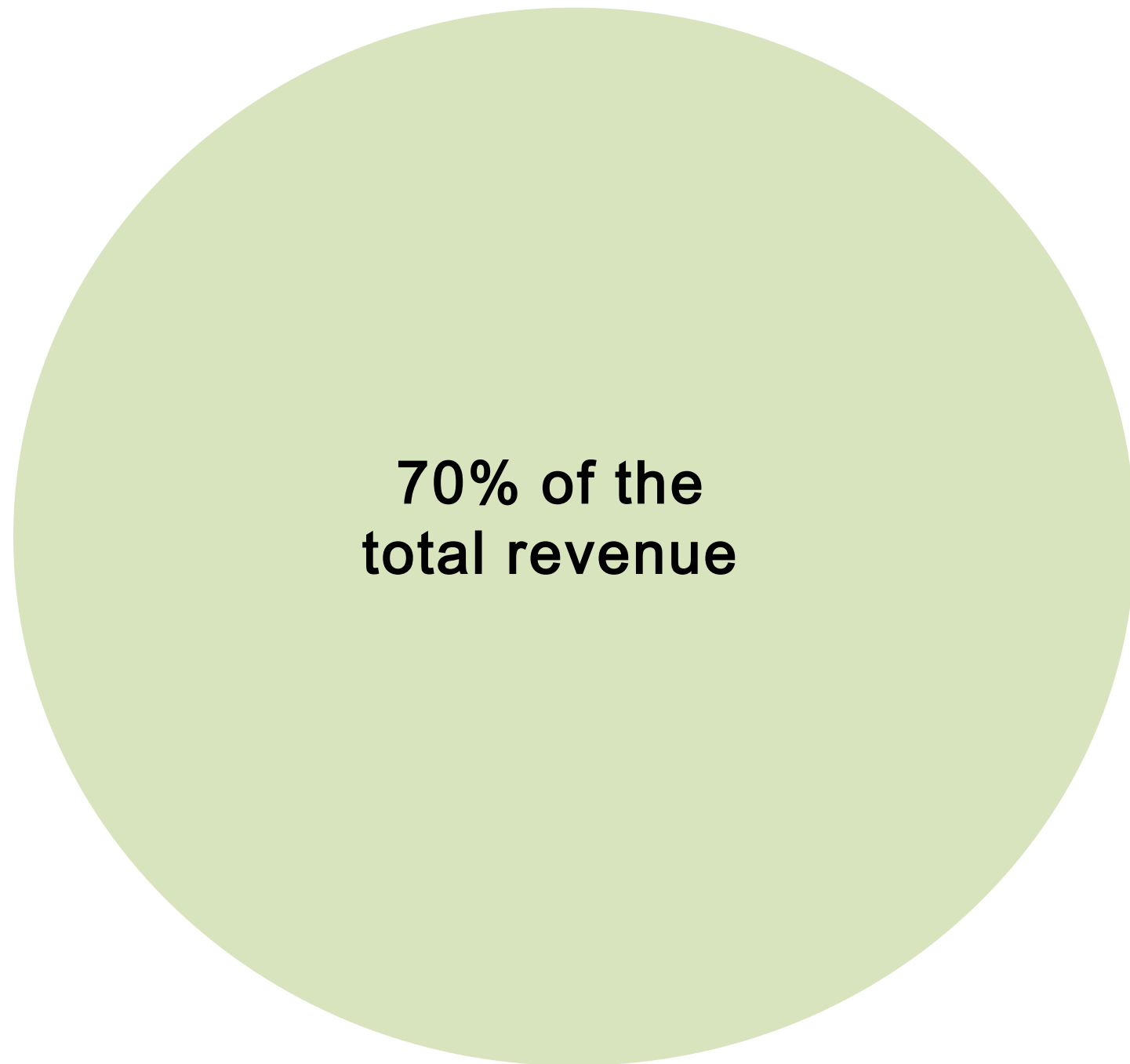
- **Healthy lifestyle enthusiasts**
- **Sportsmen & women**
- **Food lovers**
- **Pregnant women**
- **Women with iron deficiency**
- **Couscous eaters**

B2B Segment

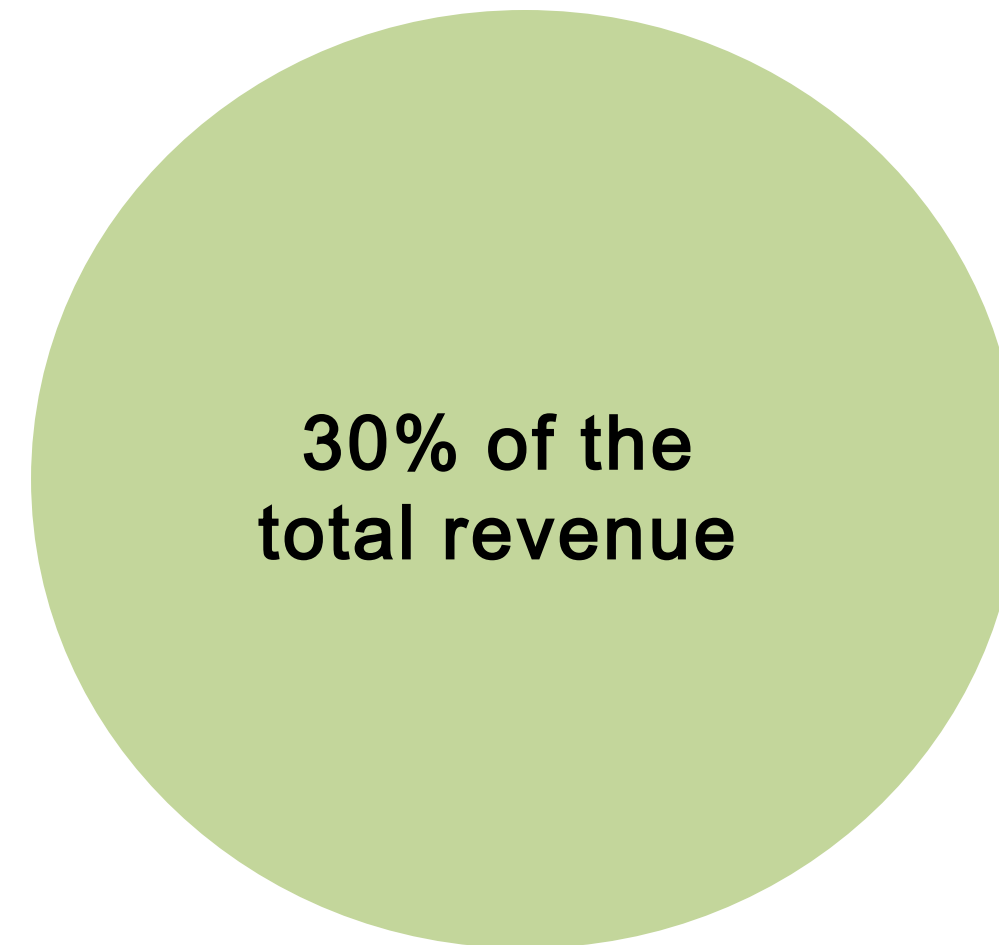
- **Salad-bars**
- **Restaurants**
- **Hotel**
- **Catering businesses**

Expected distribution of Revenue Streams

B2C Sales



B2B Sales





Our vision

At Amendy, we strive to make nutrition better through sustainable agriculture. Our vision is to be the reference company for health and well-being food products in the MENA region.

Doing business differently: Do well by doing good



Amendy Foods is based on an inclusive business model that creates win-win solutions with for-profit interest as well as social and development interests.

Picture taken from one of our fields in Chichaoua

