



# Tailored Food



## 5 COUNTRY CASE STUDIES

### Mozambique

In partnership with Mozambique School Lunch Initiative - Launched the first low-cost nutritious peanut butter to ever be available in Mozambique, a country where peanut butter is wildly popular but is currently a luxury item. Sourced and ordered manufacturing equipment, completed market research, and ran five production trials before beginning low-cost peanut butter sales to families struggling with malnutrition in Mozambique.

### Ethiopia

In partnership with local social enterprise BeNu - reformulating BeNu's protein-rich, locally-produced full-meal biscuit products, improving the nutrition profile, the flavor, the product structure, while expanding the business in both the food aid and private markets, targeting people suffering from malnutrition.

### Congo

In partnership with the UN World Food Programme Country Office - Our team's market research discovered an opportunity to take a classic Congolese snack, mbala pinda, and adapt it for the modern consumer. Mbala Pinda, looks and tastes like a Congolese-style Clif Bar, except for its banana leaf packaging. Our proposal was accepted, 16 small-scale women cooperative production groups were trained in central Congo with Tailored Food-created training plans, and a nutritious mbala pinda product line was launched in market, with the UN WFP as a primary initial customer. 70,000 mbala pinda bars are produced each month.

### Cameroon

In partnership with local social enterprise Kayvey Nutri Foods - Revamping Kayvey's nutritious porridge product line, improving cost, packaging, and distribution. The goal is to ensure Kayvey's line of nutritious, affordable porridge products are available to families in all regions of Cameroon.

### Liberia

In partnership with Kawadah Farm - Local Grassroots Business built, cassava-based flavored porridge line launched, licensing model operational consistently selling for 5 years, currently adapting distribution strategy while scaling up through a partnership with the US Department of Agriculture's McGovern-Dole School Feeding Program.

## WHO WE ARE

Tailored Food is a **lean social enterprise consultancy that partners with food entrepreneurs, farmers, and market vendors** to ensure nutritious delicious low-cost food is available to families suffering from malnutrition.

## HOW WE DO IT

Find the most ambitious entrepreneurs and provide them with a team of top food industry experts to **design, launch, and grow nutritious low-cost food products in their home markets**. Build farmer supply chains, fit for purpose manufacturing facilities, and innovative distribution strategies, leveraging emerging trends like ecommerce, to **create financially sustainable businesses that balance profit with real world impact**.

## WHY WE SUCCEED

Tailored Food is well-positioned to pioneer an innovative form of international development, **harnessing its expertise and networks to ensure nutritious, delicious, culturally relevant, and low-cost food is available in everyday markets to people suffering from malnutrition**, without a reliance on continuous charitable funding. Our organization will bring product development and demand creation expertise that will be unleashed at the policy level globally while also being mobilized at the grassroots level in partnership with local for and non-profit food organizations. **Tailored Food's work has resulted in 3,429,000 meals purchased and consumed by families living in extreme poverty.**

## ANTHROPOLOGICAL DEEP DIVES



Quality time immersed in rural agricultural communities, weaving through crowded urban markets, and sitting with families to fully understand the malnutrition landscape.

## HOLISTIC FOOD SYSTEMS



Designing and building climate-sensitive agriculture value chains, production facilities, and distribution channels for healthy, delicious, local food.

## SUSTAINABLE SOCIAL ENTERPRISES



Identifying and investing the skills and resources in local entrepreneurs, building businesses throughout the value chain that are financially sustainable for years to come.