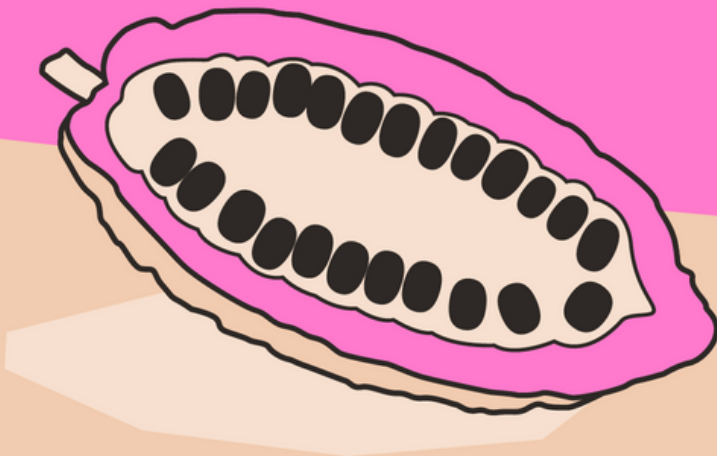


WE SQUEEZE CACAO FRUIT NOT THE FARMERS



THE UNTAPPED POTENTIAL OF CACAO

In the early stages of the cacao supply chain, an astounding 50% of the precious fruit goes to waste! Kumasi stands at the forefront of a transformative movement, harnessing the full potential for nature and people by upcycling the fruit to delicious consumer facing products.

Join us in turning “waste” into opportunity,
one sip at a time.

LET'S JUICE IT UP!

In 2021, Kumasi successfully launched cacao fruit in the Dutch market with our two soft drinks: Kumasi Sappi (non-carbonated) and Kumasi Gassi (carbonated). Our goal is to increase the income of cocoa farmers by up to 30%, as many live on less than \$2 per day.

The launch of our products was just the beginning. Now, it's time to expand and deepen our impact by not only focusing on the end of the supply chain but by securing the entire value chain. We are establishing a cocoa juice factory in Côte d'Ivoire to amplify our impact and invite you to join us in making this a reality for over 30,000 people.

A LOGISTICAL CHALLENGE

Establishing a supply chain in Côte d'Ivoire is a complex task, with logistics being our primary hurdle. We partner with thousands of small-scale farmers who are tasked with delivering 8,000 liters of juice per day to our factory! Considering the state of our roads, the rainy season, and the rapid fermentation of the juice, this challenge is not easily overcome. Together with YOU, we aim to explore numerous viable methods to efficiently collect cocoa juice in the field, ensuring we can achieve our intended impact.



WHAT IS IN IT FOR YOU?

- Contribute to a change for 30.000+ people
- Using your skills to come up with creative solutions
- A supply of Kumasi during the project
- Bonus: we will try to get you to Côte d'Ivoire!



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