



# Frú·nutz Island

Nature's Drink. Wellness in every drop.



## Executive Summary / Brand Story

Frúnutz Island is a health-focused beverage brand based in Abeokuta, Nigeria, offering delicious, nutrient-rich drinks made from Tigernuts, Beets, and natural fruits like banana and pineapple, with added ingredients like cinnamon and dates. Our mission is to inspire wellness through natural beverages and empower communities to embrace whole foods and sustainable living.

At Frünutz Island, we believe that nature provides everything we need to live a healthy life. That's why we focus on crafting natural drinks free from artificial additives, preservatives, or refined sugar. We envision a world where wellness is accessible, enjoyable, and deeply rooted in nature's offerings.



**Chiamaka  
Faith-Petra Emenike**

Founder, Frünutz Island

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## **Mission & Vision**

### **Mission**

To promote healthier living by crafting beverages made from whole grains, nuts, and natural sweeteners, and to educate consumers on the power of whole foods.

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### **Vision**

To become a leading Afrocentric health beverage brand in Africa — championing wellness, education, and sustainability, starting from Abeokuta to the world.

## The Problem

In our community, awareness around healthy, natural alternatives to carbonated and processed drinks is still very low. Many people are unaware of the nutritional value of ingredients like Tigernut, Beetroot, and natural fruits.

There is also limited access to affordable, ready-to-drink, nutrient-packed beverages. Consumers continue to rely heavily on sugary sodas, not knowing the long-term health consequences. This lack of education and access creates a gap that hinders wellness-focused living.



## Our Solution & Product Offerings

**Frúnutz Island provides** handcrafted, nutritious beverages using locally sourced ingredients like:

- ✓ **Tigernuts** – rich in fiber, vitamins, and minerals
- ✓ **Beetroot** – known for improving blood flow and detoxification
- ✓ **Dates** – a natural sweetener with iron and antioxidants
- ✓ **Cinnamon** – for flavor and anti-inflammatory benefits
- ✓ **Banana & Pineapple** – optional fruits added based on customer preferences

We serve a growing population of health-conscious individuals who seek alternatives that are tasty, natural, and beneficial. Our long-term goal is to expand production, secure certifications, and serve customers nationwide with clean, trusted drinks that support their health journeys.



## Business Impact & Target Market

### Business Impact:

Since launching in 2023, Frúnutz Island has recorded steady demand and built a loyal customer base. However, manual production processes and lack of proper equipment hinder our ability to scale and meet growing orders.

### Target Market:

- ✓ Our immediate focus is **Abeokuta**, with a population of over 600,000.
- ✓ Nigeria, with over 200 million people, includes a growing segment of wellness-conscious individuals and youth seeking alternatives to sugary drinks.
- ✓ Our products target:
  - Health-conscious individuals
  - Fitness enthusiasts
  - People with dietary restrictions
  - Mothers & families
  - Eco-conscious and urban millennials

### Infographic Insight:

- 70% of Nigerians aged 18–35 prefer natural drinks over sodas if accessible.
- The Nigerian health beverage market is projected to grow by 8% annually.
- Abeokuta alone sees over 10,000 daily informal drink purchases, many of which are unregulated or unhealthy.

## Unique Selling Proposition(USP)

- 100% natural, no preservatives or artificial additives
- Locally sourced ingredients
- Flavor flexibility (fruit-based variations by preference)
- Eco-friendly packaging and sustainability-first approach
- Educational and community engagement through wellness advocacy

## Challenges

Despite our growing popularity, we face the following production and operational challenges:

- ✔ **Manual milk and juice extraction** slows down production
- ✔ **Limited equipment** hinders bulk processing
- ✔ **Power instability** affects refrigeration and consistency
- ✔ **Date seed separation** is time-consuming and labor-intensive
- ✔ **Lack of NAFDAC registration** limits access to larger markets

## Funding Request

We are seeking a grant of NGN2,500,000 to upgrade our operations and meet growing demand.

With this funding, we plan to invest in:

ITEM	COST
Tiger nut Milk Extractor	NGN450,000
Heavy-Duty Grinder	NGN400,000
Commercial Fruit Juicer	NGN200,000
NAFDAC Registration	NGN500,000
Packaging, Logistics & Contingency	NGN750,000
Marketing	NGN200,000

**TOTAL: NGN2,500,000**

This investment will:


- Improve production speed and quality
- Expand our product shelf-life and storage
- Enable us to access more markets and retailers
- Position Frúnutz Island for national recognition and certification



## Contact Us

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