



The **Baobab Tree**, also known as the “*Tree of Life*”, grows abundantly in arid regions of Africa. The fruit of the **Baobab Tree** is one of their distinguishing features. What makes it unique is that the Baobab fruit is wild harvested, and naturally dehydrates in the pod requiring no additional heating. A truly sustainable product. Baobab empowers women in impoverished areas and is a staple of a local African indigenous tribe known to have the world’s healthiest guts. It is an exceptional antioxidant/polyphenol compared to other superfruits with an ORAC value of 21,000. This highly potent prebiotic is composed of unique fiber which is 2x more potent than inulin. It has a naturally sweet flavor, increases satiety, lowers glycemic response, and provides other multiple health benefits.

How Does Baobab Compare?

Averages Based On A 15g Serving	Antioxidant ORAC Value	Total Fiber	Vitamin C	Potassium	Magnesium	Calcium
BAOBAB FRUIT POWDER	21 000	8g	18mg	340mg	23mg	48mg
GOJI BERRIES (DRIED)	3 375	3g	4mg	169mg	16mg	18mg
ACAI (FREEZE DRIED POWDER)	10 500	4g	<1 mg	108mg	26mg	53 mg
BLUEBERRIES (DRIED)	1 595	1g	<1 mg	<1mg	<1mg	3mg
CHIA SEEDS (DRIED)	975	5g	<1 mg	61mg	50mg	95mg
POMEGRANATE (FRESH)	281	0g	1mg	35mg	1mg	1mg
BANANAS (FRESH)	125	1g	1mg	60mg	4mg	4mg

PRODUCT CHARACTERISTICS:

Advantages:

- Clinically proven to support cognitive health
- High potent prebiotic
- Good source of antioxidants & vitamins
- Good organoleptic properties; naturally sweet
- Effective dose 4-15 gm

Certifications:

- Organic
- GRAS
- Climate neutral certified
- Non-GMO
- Vegan; Gluten Free

Applications:

- RTD / Functional Beverages
- Powders
- Baked goods, snacks, desserts, cereal, yogurt.

APPLICATIONS OVERVIEW

Baobab remains a raw, whole food with all its nutrients intact because there is no heat extraction, concentration or pasteurization. Baobab powder is 85-90% water-soluble. It is therefore ideal for commercial use in wide range of food and beverage product categories.

SINGLE STRENGTH BEVERAGES



Baobab powder works well in single strength and cloudy beverages with minimum phase separation or sedimentation.

Recommended dose: Up to 18 grams of per 500 ml

SMOOTHIES & YOGURTS



Denser liquids such as smoothies and yogurts can absorb higher levels of Baobab powder.

Recommended dose: Up to 18 grams of per 500 ml

ENERGY & NUTRITION BARS



The rule of thumb for making energy bars is 15% Baobab powder. Baobab can also be used in yoghurt coatings for use on energy and nutrition bars.

Recommended dose: Up to 7 grams of per 45-gram bar

CEREALS & GRANOLAS



Baobab powder may be added to cereals and granolas in higher concentrations than bars, up to 20% of the total product weight.

Recommended dose: Up to 8 grams of per 45-gram serving

POWDERED DRINK MIXES



Baobab powder is being added to commercially successful powdered drink mixes at levels as high as 30%.

Recommended dose: Up to 12 grams of baobab powder per 40 gram serving of powdered drink mix powder coming out.

SUPERFOOD POWDER MIXES



There is no limit to the level at which Baobab powder can be added to superfood powder mixes.

Recommended dose: 30% and upwards