

Baopowder Poised to Dominate the Nutritional Supplement industry with its Single Serving Packs of Baobab Powder

With companies struggling to be known and get their product out, Baopowder has found success in single serving packs and a daring marketing campaign

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For those of you that do not know, the tree that Rafiki drew Simba on in The Lion King is called The Baobab Tree. Known as the Tree of Life, it's fruit, the baobab fruit is the most nutrient dense whole fruit on the planet. A fruit used for centuries by African tribes, for its medicinal and nutritional benefits is virtually unknown in the western world. The symbolism of Rafiki using an unripe Baobab fruit to rub on Simba's forehead as a cub is lost to many.

Still considered a "new" item, there are only a handful of companies that sell baobab fruit powder here in the west, and one of the biggest obstacles these companies face is educating the public about their product. Not so much for Baopowder. Instead, they decided to build a brand and aim for convenience, as they currently boast being the only company in the world that makes single serving packs. Which is super convenient, as opposed to other companies selling in bulk, and you would have to leave it at home. Add their most recent daring marketing campaign, and it seems they have found the formula others have not.

The baobab fruit is the only fruit in the world to dry naturally on the branch. It is Vegan, Gluten free, Organic, In Africa the baobab fruit is used to naturally address many ailments. Unlike most fruits it is low in sugar and calories, as well as being low in sodium. What it does possess in abundance is Vitamin C, prebiotics, calcium, fiber, potassium, zinc, Vitamin A, magnesium, thiamin, B6 and a number of different bioflavonoids. Of course, the health benefit of all of these things, and especially receiving them in an organic nature-based way, is well known and universally established. The most popular way to consume Baopowder is to mix it into smoothies, or adding it to warm or cool water. It is one of the few fruits whose nutritional value is not affected by heat, so that opens a wide variety of consumption methods. Smoothies, juice, water, coffee, tea, soup, pancake mix are among many foods you can add baobab powder to. It can also be sprinkled on pastries. A study conducted by Oxford Brookes University found that baobab fruit powder, \baked into white bread, slowed the absorption of starchy food glycemic response in humans. This reduces spikes and crashes in blood sugar and energy. Researchers



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believe the fruit may block enzymes that break down starch and sugar, in addition to slowing absorption with its fiber content. It is reported to have antimicrobial, anti-inflammatory, antimalarial, antidiarrheal, antiviral, and antioxidant properties, and to be useful in treating or preventing anemia and asthma.

Though, more research is needed into these health claims, so far, some very reputable medical institutions have backed up the claims. And Big name publications like Forbes Magazine publishing articles about it with said claims only seem to legitimize it and back up these claims

Isa Bako. The COO at Baopowder said the response they have gotten from health stores and Natural food markets has been largely positive. While only in the market for 4 months, Baopowder has seen success in stores where competition's products have stalled.

For more information, be sure to check out www.baopowder.com.

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Baobab fruit



Daring marketing

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