



# Baaa!

## COMPANY PROFILE 2024



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**Bontle Tshole**

*CEO and Founder Baaa Health*

# Welcome Message

Welcome my health conscious friend! We're glad you're here. Let's explore the world of health together.

Nutrition and wellness have been at my core from as far back as I can remember. I grew up in a home where healthy food was a priority as such I became a relatively healthy eater. Growing up in that environment made me aware of the great benefits of eating healthy.

Unfortunately, the South African fast food restaurant industry is riddled with a lack of access to quick healthy food which drew me to seek more sustainable ways to ensure that consumers had greater access to healthier food options. And so marked the birth of Baaa Health in 2017.

We've grown from humble beginnings in 2017 to a production space in Gauteng. However we know that we can't grow alone. We work with small scale farmers to produce our delicious beverages, more so we aim to change the lives of women by prioritising opportunities to employ and collaborate with young women owned businesses. This has led us to committing to the UN Sustainability Development Goals SDG 2, 3, 5 and 8.

# Baaa!

## About

# Baaa Health

Baaa is a healthy food and beverage production company that is on a mission to change the narrative of access to healthy quality food by partnering with small scale farmers to produce healthy delicious food and beverages.

We help you, our client balance their demanding fast paced businesses and lifestyles with healthy, delicious and convenient quick foods. We manufacture juices, smoothies, water, energy balls as well as healthy corporate catering.

We are currently available in selected Spars, Foodlovers Market, Restaurants and cafes.

Our vision is to create a disruptive model of serving healthy food by building a fast food restaurant system and product line that is known for consistently providing healthy, delicious, quick food that rests on three values consistency, reliability and quality.

Some of our services include:

- Product White labelling
- Retail Health Bar management
- Corporate canteen services
- Corporate Employee Wellness Consulting
- Corporate catering



# Milestones

## 2023

- Launch white labelling opportunities for beverages.
- Export of Baaa Products outside of South Africa
- YOBA TOP 4 Youth Owned Business Finalist

## 2022

- Upgrade of beverage manufacturing machinery that allows us to produce 2000L selected beverages an hour.
- Recognition by the Bill and Melinda Gates foundation for the work we do in SDG 2 & 3

## 2021

- Forbes 30 under 30 2021 Honouree
- Mail and Guardian 200 young South Africans Honouree 2021
- Raizcorp Entrepreneurship Programme graduation

## 2020

- Recognition and brand ambassador for Sunlight Hero's competition
- Eskom BIC Runner Up

## 2019

- SAB Foundation Tholoana Programme Graduation
- Gauteng Enterprise Propeller pitch winner 2019
- Ekurhuleni Youth Summit winner
- Firstwatch Entrepreneurial Challenge finalist

## 2018

- Standard Bank My Fearless Next entrepreneur finalist
- Move out of home kitchen to production facilities in Fourways

## 2017

- July - The beginning Baaa's First Pop Up market



# Our Products

# Baaba!



## Vegetable Juices

100% Cold Pressed Vegetable and Fruit Juices  
Familiar tastes and ingredients  
Dairy free, gluten free, preservative free, stabilizer free



## Smoothies

100% Fruit and Vegetable Blends  
No added sugar  
Dairy free, gluten free, preservative free, stabilizer free



## Fruit Juice Blends

100% Fruit Blends  
No added sugar  
Dairy free, gluten free  
Longer Shelf Life



## Vitality Shots

100% Cold Pressed Fruit and Super Food Blend  
Familiar tastes and ingredients  
Dairy free, gluten free, preservative free, stabilizer free



## Energy Balls

Healthy alternative to chocolate  
Seeds, dried fruit, nuts  
Dairy free, gluten free, preservative free, stabilizer free.



# Coming soon Products

Baada!



## Performance Protein Powders

Clean sourced protein powders



## Supplements

Natural Supplements

## Superfoods

Variety of Superfoods that enhance performance



## Vitamins

Variety of Vitamins to assist peak performance



## Healthy Snack

A variety of healthy snacks that assist high performance



# Baaa!



*Let's  
Connect!*

## Our Contact



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