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BAOBAB SUPERFRUIT POWDER

NATURE'S MOST POWERFUL & VERSATILE SUPERFRUIT FROM THE TREE OF LIFE

WHO ARE WE?

Baobab Foods is the leading supplier of baobab fruit powder worldwide. Our Baobest™ powder embodies a movement to reclaim our health through simplifying nutrition. We aim to bring things back to basics by offering a simple ingredient, easy to incorporate into endless applications and brings with it multiple benefits.

ESG CHAMPION

USDA ORGANIC

CLIMATE NEUTRAL

Order Via Online baobabfoods.com +1 (310) 562 0897 info@baobabfoods.com

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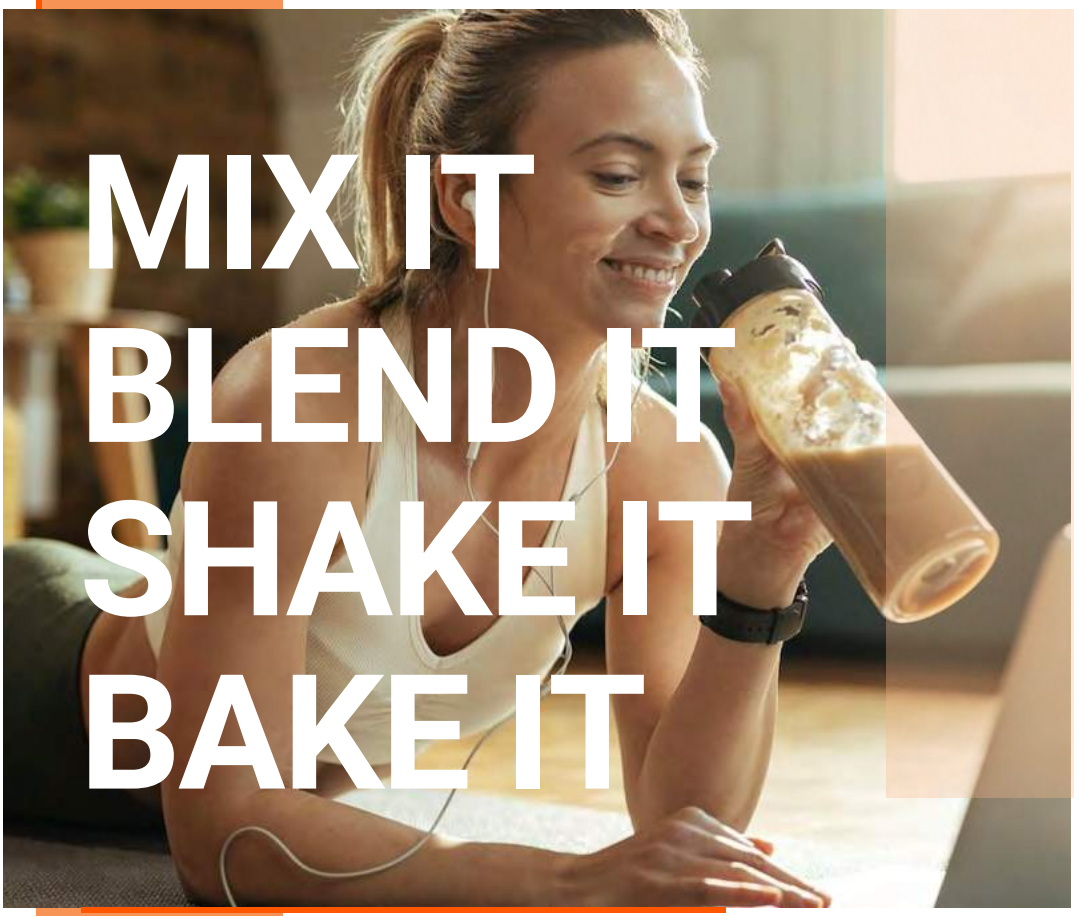
BAOBEST SUPERFRUIT POWDER IS A SINGLE POWERFUL AND VERSATILE PRODUCT WHOSE USES ARE LIMITED ONLY BY YOUR IMAGINATION



MIX IT
BLEND IT
SHAKE IT
BAKE IT

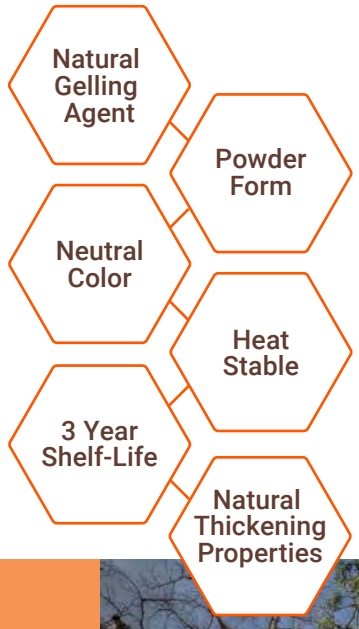
The naturally dehydrated pulp is simply milled into a fine powder, making it perfect for countless food applications and innovations.

Not only nutritious but tangy-citrusy delicious with a flavour that blends perfectly with sweet and savory products.

WHAT IS BAOBAB?

The legendary superfruit from Southern Africa, baobab fruit is a nutrient powerhouse packed into a hard shell that kinda resembles a shrunken coconut but tastes more like a lemon: tangy, citrusy, delicious. Packed with all the good stuff like vitamin C, calcium, potassium, and a ton of fiber for a happy and healthy gut. **It's naturally dehydrated fruit pulp is simply milled into a versatile powder ready to elevate your nutrition in whatever-which-way you like it.**

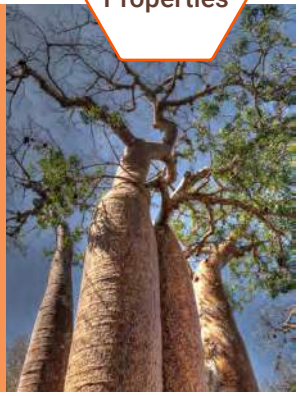
FORMULATION PROPERTIES:



NUTRIENT POWERHOUSE

A superfruit before superfoods were even a thing. Baobab's nutritional profile is unparalleled, with 5x more vitamin C than an orange, 5x more fiber than oats, and packed with extra micronutrients like calcium, magnesium, potassium, and iron. It doesn't stop there, baobab has a higher antioxidant content than acai.

As consumers are becoming more health conscious, so the demand for more nutrient dense, organic, whole food ingredients is increasing.



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STAND-ALONE POWDER FOR BLENDS (OR MIXES)

Baobab fruit powder can easily be packaged as a stand-alone powder or included in superfood blends for various household applications.
It makes for the perfect nutritional boost to your morning smoothie and adds a healthy tang to salad dressings and sauces.

*ADDS A HEALTHY TANG TO SALAD DRESSINGS AND SAUCES

OATMEAL AND CEREAL

Breakfast is the perfect time to load up on your daily fiber. With fiber making up over 50% of baobab fruit powder composition, it is the perfect addition to oatmeal and instant cereal formulations.

ROOTED IN THE GUT

50%

of baobab fruit powder is composed of a unique blend of

BOTH **SOLUBLE** AND **INSOLUBLE FIBERS**

This unique combination of fibers as well as the plethora of vitamins and minerals makes the baobab a gut health guru. Fiber supports a healthy immune system, helps to lower cholesterol levels, regulate blood pressure, and support weight management – all of which are crucial factors in maintaining overall health and well-being.

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NUTRITION FACTS PER 100 G

Calories	290-300 calories
Total Carbohydrates	38.5 g
Total Sugars	22.1 g
Added Sugars	0 g
Protein	2.7 g
Fat	0.34 g
Dietary Fiber	50 g
Vitamin C	226.95 mg
Antioxidants	140,000 ORAC
Calcium	319.5 mg
Iron	2.5 mg
Potassium	2350 mg
Magnesium	152 mg

FUNCTIONAL BEVERAGES

Baobab makes for the perfect ingredient in the fast growing functional beverage category.

It offers a prebiotic effect, additional nutrients, a vitamin C boost and comes in powder form making it easy to incorporate into liquid based products. Baobab fruit can complement and enhance the fermentation process, when added to fermented beverages. Additionally, its natural acidity can help regulate pH levels during fermentation and extend the shelf-life of various products.

YOGURT AND PLANT-BASED DAIRY PRODUCTS

An emerging application for baobab powder is in yogurt, dairy and even alternative dairy products. Besides the nutritional benefits, the natural thickening properties add an appealing mouthfeel and texture while the citrus-like flavor adds a desirable taste.

Alternatives

Yogurt

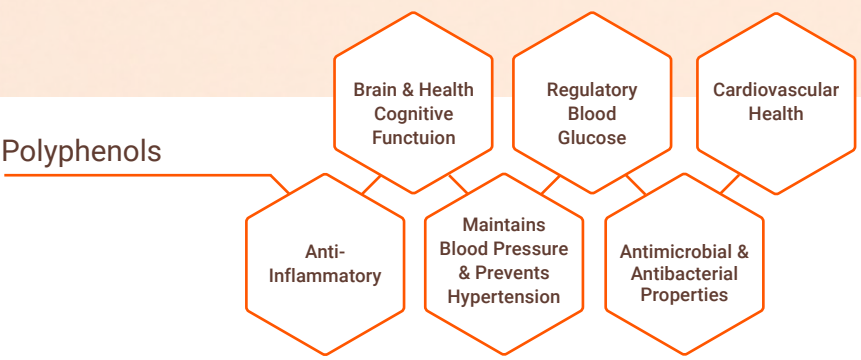
Milk

THE POWER OF POLYPHENOLS

BAOBAB HAS A HIGH POLYPHENOL CONTENT, INCLUDING HIGH READINGS OF BOTH:

PHENOLICS (24.4mg/g) & **BIOFLAVONOIDS** (29.8 mg/g)

Increasing evidence indicates that polyphenols possess prebiotic characteristics and antimicrobial properties against harmful gut bacteria, while also influencing gut metabolism, immunity, and inflammation.



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BAKED GOODS

Substituting wheat flour with a recommended 10% of baobab powder has been shown to significantly improve the nutrient profile of various baked goods, without altering the organoleptic properties and rheological characteristics.

HEAT STABLE

Baobest powder is heat stable, meaning it retains it's nutritional density after cooking, baking, and other heat treatments, making it a perfect ingredient for healthy baked goods

Adding 10% baobab fruit powder to baked goods recipes could increase:

- Crude fiber content
- Total ash content
- Micro & Macro- nutrients
- Viscosity
- Water absorption
- Antioxidants
- Essential amino acids
- Regulation of glycemic response

REGULATES GLYCEMIC RESPONSE

Clinical research has shown baobab fruit powder to have the effect of reducing the glycemic response in humans. This is due to the high content of polyphenols present in the fruit. Besides their role in improving various metabolic parameters, polyphenols are known for their effect in reducing the glycemic response.

In a study that baked baobab powder in to white bread at only 2%, a significant reduction in rapidly digestible starch from white bread samples was found and at both low and high doses of baobab fruit powder, glycemic response was significantly reduced.

This has been supported by recent studies that have recommended baobab as a promising source of natural antioxidants and a hypoglycemic agent under glucose load acute conditions.

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SPORTS NUTRITION

In recent years, there has been a notable shift in the field of sports nutrition, moving away from a heavy reliance on supplements towards a greater emphasis on sourcing organic nutrition and natural energy from whole food sources. Rather than relying solely on isolated nutrients from artificial sources, athletes are increasingly turning to organic sources to fuel their workouts, support recovery, and enhance overall well-being. This shift underscores a holistic approach to sports nutrition that prioritizes quality, sustainability, and the inherent nutritional benefits of whole foods, aligning with the broader movement towards a more mindful and conscientious approach to health and fitness.

Baobest is an easily portable powder that is packed with natural energy sources and is extremely nutrient dense. A great ingredient for energy chews during a workout or for a nutrient boost in protein shakes, or hydration blends.

SUPERFRUIT SHOWDOWN

Averages based on 5g serving	Antioxidant ORAC Value	Total Fiber	Vitamin C	Potassium	Magnesium	Calcium
BAOBAB FRUIT POWDER	7 000	3.2 g	11 mg	117.5 mg	7.6 mg	16 mg
MATCHA POWDER	6 500	1.9 g	3 mg	135 mg	11.5 mg	21 mg
ACAI (FREEZE DRIED)	3 500	1.3 g	< 1 mg	108 mg	26 mg	53 mg
BLUEBERRIES (DRIED)	531	0.3 g	< 1 mg	< 1 mg	< 1 mg	1 mg
CHIA SEEDS (DRIED)	325	1.6 g	< 1 mg	20.3 mg	16.6 mg	31.6 mg
ORANGE (FRESH)	105	0.12 g	2.6 mg	9 mg	< 1 mg	2 mg
BANANA (FRESH)	45	0.13 g	< 1 mg	17.9 mg	1 mg	< 1 mg

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DEDICATED TO PEOPLE & PLANET

LED BY NATURE, GUIDED BY LOCAL WISDOM

GROWN IN THE WILD GATHERED BY HAND

The Tree

Each fruit ripens on the tree here in Southern Africa.

Harvested By Hand

Each fruit is gathered at just the perfect time.

Pulp Removed

Each pod is opened, and chunks of dried fruit pulp are removed.

Mill & Sieve

Seeds are separated from fruit pulp; the pulp is then milled into powder.

Powder To You

Raw, organic and nutritious Baobest baobab powder packed to ship

Our production relies on a holistic approach that integrates environmental conservation, traditional knowledge, community engagement, and equitable economic development. Baobab fruit is a wild harvested perennial tree crop of a keystone species of the African Savannah ecosystem, This means it does not require row-cropping, irrigation or other resource-intensive traditional farming practices. The fruit is naturally dehydrated, meaning no further heating/energy is required and our carbon-footprint remains extremely low. The Baobab industry is one of Africa's fastest-growing natural ingredients sectors. Baobab fruit are harvested in the wild by rural communities, contributing to rural economic empowerment and improved management of plant biodiversity in Africa.

The income earned from selling Baobab fruit is incredibly important to people living in these semi-desert areas. Traditionally, most baobab harvesters are women and surveys throughout indicate that the main use of income earned from baobab harvesting goes toward covering children's education. We partner with local harvesters in various regions of Southern Africa, guided by the knowledge of communities who have lived alongside the baobab trees for generations. Harvesters are paid upfront when they bring their fruit to rural collection points. As we expand our operations, we plan to continue to widen the scope of impact beyond economic exchange and work with these communities to further empower the local women, improve access to education, and conserve this valuable resource.

SIMPLE
SUSTAINABLE
GUT HEALTH

baobest™

LEARN MORE

To learn more about how Baobab Foods can help you grow your business and educate your customers, schedule an online meeting today.

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