



Help Aduna Make Baobab Famous

Have you ever heard of baobab before? If not, Africa-inspired health brand and social business Aduna is on a mission to change that.

Three years ago, 95% of people in the UK had never heard of baobab but this nutrient-dense superfruit from the 'Tree of Life' in Africa has the potential to transform millions of lives. Over the next month, KLBD is working alongside Aduna to #MakeBaobabFamous and create sustainable income for 10 million households in rural Africa.

[Baobab 2.jpg](#) **[1]**



Baobab is the only fruit in the world that dries on the branch producing a 100% natural and organic superfood powder.

Baobab is a rich source of vitamin C and fibre and contains more antioxidants than any other whole fruit, making it great for boosting energy, giving you a strong immune system, good digestion and healthy skin.

Unlike other superfood powders the fruit is simply delicious – with a sweet and citrusy flavour that is often likened to a healthy sherbet. In fact Aduna's Baobab Superfruit Powder is the first superfood powder to win a Great Taste Award!

Known as The Tree of Life, the Baobab tree grows in 32 countries in Africa. You may recognise it from its starring roles in the Lion King (Rafiki the monkey's tree), Avatar (The Tree of Souls) or the children's book The Little Prince.

[Baobab 1.jpg](#) [2]



Baobab trees are a prehistoric species that have adapted to survive in the African savannah. They store water in their trunk, which enables them to flower and fruit in the dry season where all around is dry and arid.

For centuries, communities in Africa have used the baobab tree for shelter, food and water. There is no such thing as a baobab plantation. Every tree is owned by families and communities and the fruits are wild-harvested.

Aduna works directly with women in remote Upper East Ghana to harvest and process their baobabs. So far, over 2000 women are benefitting with Aduna's case studies showing annual income increases from £9 to £119. This increased income enables the women to provide basic needs for their families.

There are 10 million households in rural Africa who can provide baobab fruit from the existing crop which is so abundant, it mainly goes to waste. National Geographic predict that if there was a global demand for baobab it could be worth billions of dollars to rural Africa every year. All we need to do is #MakeBaobabFamous.

[baobab ladies.jpg](#) [3]

KLBD is excited to be able to support Aduna's efforts to **#makebaobabfamous** and positively impact 10 million households in rural Africa.

Find out more about the positive impacts [here](#) [4].

Over the next month KLBD are encouraging you to introduce the kosher certified superfood into your diet. **Keep an eye out as we will be posting delicious baobab recipes on our Facebook group.**

Here are some easy ways to start introducing the superfood into your diet today:

[baobab serving suggestions.jpg](#) [5]



Use as an alternative to sugar or sweetener...

- **Sprinkle** it onto fruit salad, cereal, yoghurt or porridge.
- **Add** it to your cakes, cookies and brownies.
- **Shake** into fruit juices, coconut water and water
- **Blend** into milkshakes, smoothies and ice-creams

It can be used in savoury recipes too... **Stir** into soups, dressings or bake in your bread!

No time? Grab an Aduna Baobab Raw Energy Bar: combining two full teaspoons of baobab with cold-pressed pineapple and almonds for a delicious healthy snack.

All of Aduna's products are KLBD Kosher Certified. Get 25% off all orders between now and 25th March online aduna.com/collections/Baobab [6].

Want to do more to help? Click [here](#) [7]



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