

talmond



MILK MADE RIGHT.

Est. April 2019

ABOUT US

We are a startup driven by a pioneering spirit that aims to innovate by adding value to the tropical almond, a neglected edible nut, and transforming it into environmentally sustainable, fair, nutritious and delicious tropical almond milk.

Our products are made from the nut of the tropical almond tree, a low-maintenance crop in cultivation that requires no irrigation water to grow in Ghana.

As African women, we have a special focus on empowering women and unemployed youth to improve livelihoods.

VISION

To disrupt the dairy industry in Ghana and beyond, with the world's first tropical almond milk, which contributes to protecting the **environment** and transforming **communities**, without compromising on **quality** and **taste**.

To become a household name in Ghana, Africa and beyond.

The more we diversify the plants we eat, the more likely we are to replace animal-based foods, thereby reducing our greenhouses gas emissions while feeding our growing global population.

PROBLEM

The conventional almond *Prunus dulcis* requires an unsustainable amount of water for cultivation

1 The conventional almond is the world's most consumed tree nut (**1.2 million MT** worldwide).

2 With the demand for non-dairy plant based products on the rise, so is the demand for almond-based products.

3 The average water footprint of **one** conventional almond is **12 L** and **80%** of the world's conventional almonds are cultivated in drought-prone California.

Can we find another nut milk, similar in sensory acceptability yet less detrimental to the environment?



YES, WE CAN!

THERE ARE **520**
EDIBLE NUT SPECIES
ONLY 9 ARE BEING UTILIZED
BY DEVELOPED COUNTRIES.

The tropical almond,
Terminalia catappa,
is one of the
neglected nut
species.

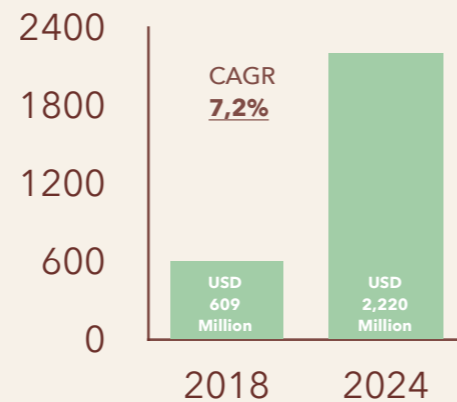
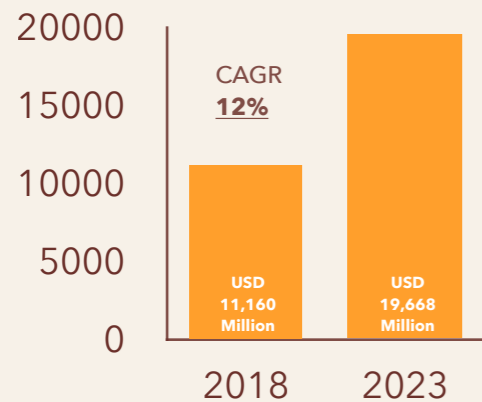
DIVERSIFYING THE PLANTS WE EAT
WILL HELP FEED THE WORLD'S
GROWING POPULATION.

RANK	NUT	TOTAL WORLDWIDE CONSUMPTION (MT)
1	Almond	1,188,687
2	Walnut	888,672
3	Cashew	792,323
4	Pistachio	669,860
5	Hazelnut	424,139
6	Pecan	125,496
7	Macadamia	50,360
8	Brazil nut	26,960
9	Pine nut	21,690

GLOBAL NON-DAIRY MILK PRODUCTS MARKET

USD 16.3 Billion in 2019, CAGR 12.3% 2020-2025

<https://www.expertmarketresearch.com/reports/dairy-alternative-market>



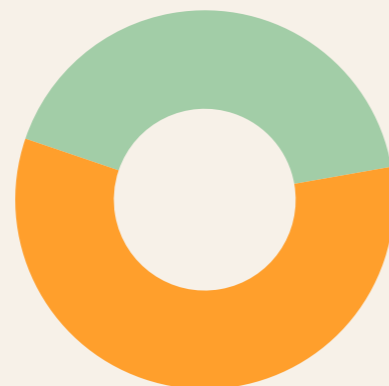
AFRICA & MIDDLE EAST NON-DAIRY MILK MARKET

<https://www.mordorintelligence.com/industry-reports/africa-dairy-alternatives-market>

- South Africa has the largest non-dairy milk market: USD 161 Million in 2018, CAGR 6.8% 2020-2025
- Soy milk holds the largest market segment, CAGR 5.3% 2019-2024, particularly in South Africa and Nigeria, followed by coconut milk.

GLOBAL NON-DAIRY MILK MARKET PER SEGMENT 2017

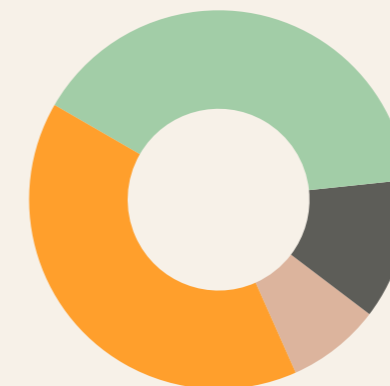
<https://www.grandviewresearch.com/industry-analysis/dairy-alternatives-market>



- Beverage (plant milk)
- Food (ice cream, yoghurt, cheese, creamer & others)

GLOBAL NON-DAIRY MILK MARKET PER SOURCE 2019

<https://www.vegansociety.com/news/market-insights/dairy-alternative-market>



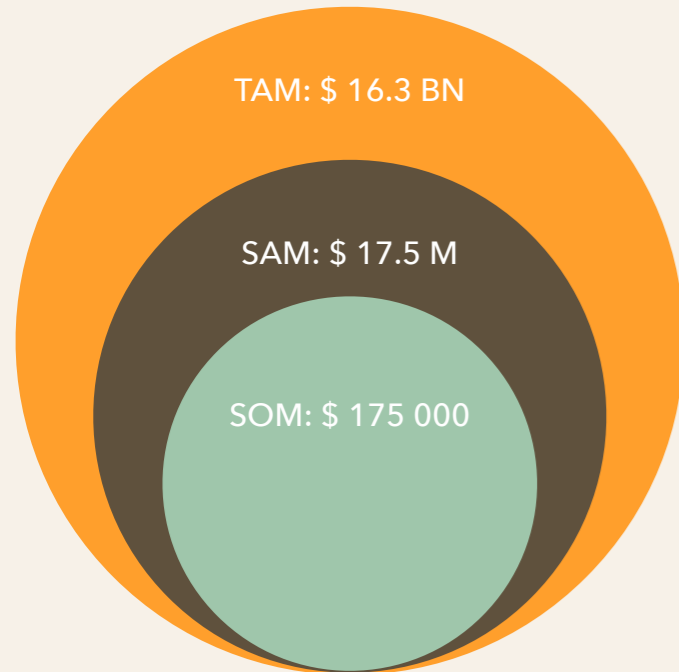
- Almond
- Soy
- Rice
- Other (coconut, oat, hemp & others)

MARKET OPPORTUNITY

TAM

Total Addressable Market: As reported by Expert Market Research the global dairy alternatives market reached \$ 16.28 billion in 2019 and is set to grow remarkably on account of evolving dietary lifestyles of the masses mainly due to health concerns like lactose intolerance.

IN GHANA



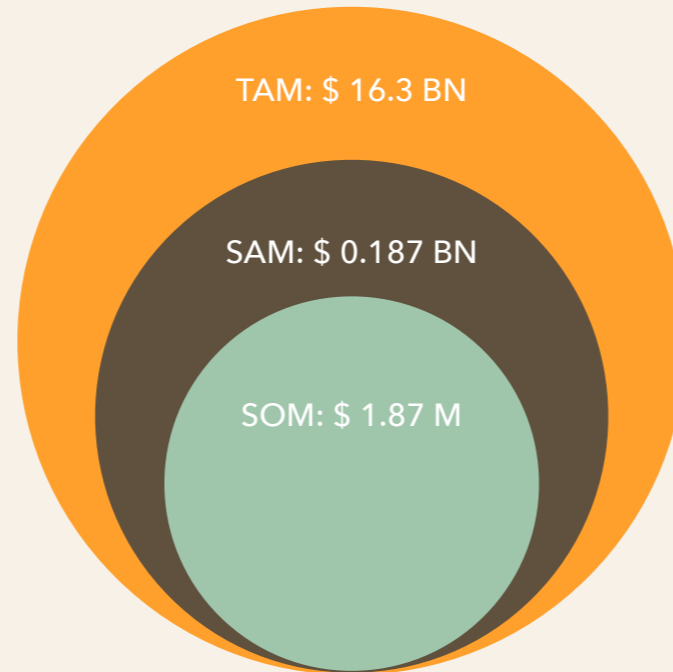
SAM

Serviceable Available Market: Based on 3% of the Ghanaian adult population size with disposable income and of which 25% is likely to consume plant milk.

SOM

Serviceable Obtainable Market: Assuming Talmond just captures 1% of the SAM.

IN GHANA & NIGERIA



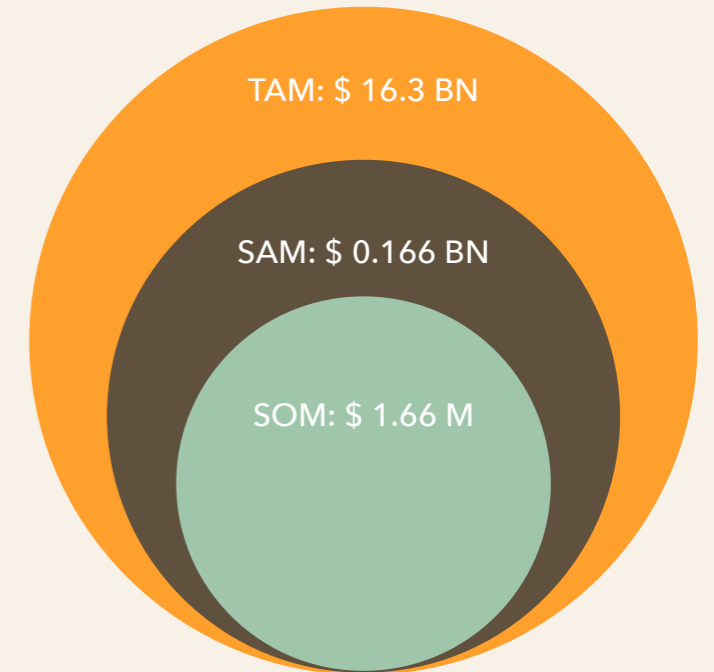
SAM

Serviceable Available Market: Based on 3% of the Ghanaian and 5% of the Nigerian adult population size with disposable income and of which 25% is likely to consume plant milk.

SOM

Serviceable Obtainable Market: Assuming Talmond just captures 1% of the SAM.

IN SOUTH AFRICA



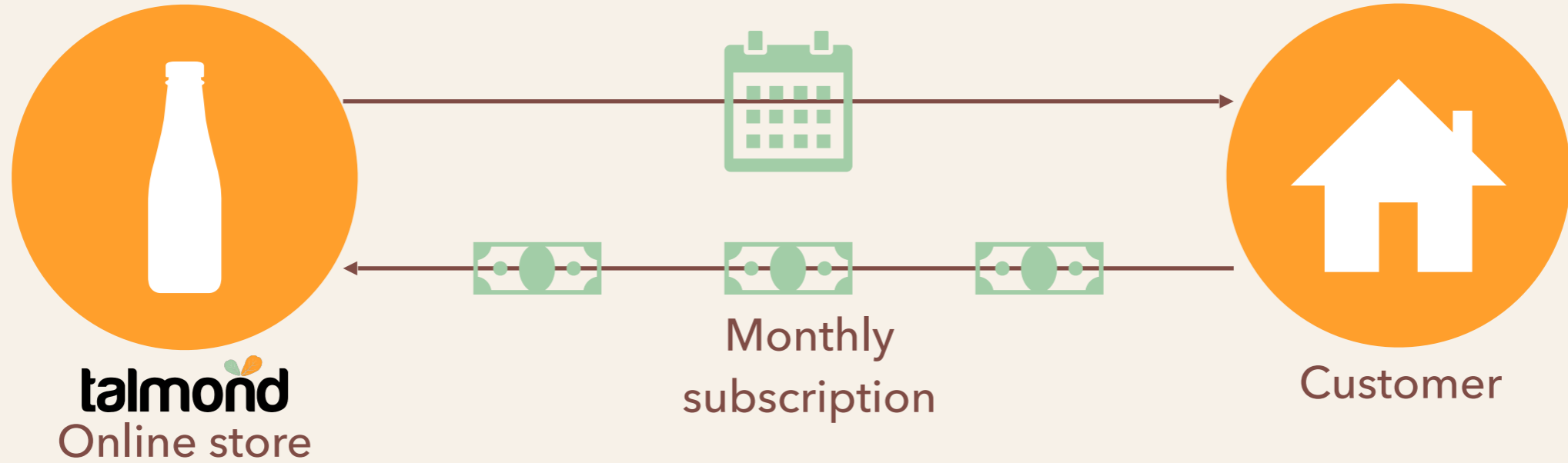
SAM

Serviceable Available Market: Based on 12% of the South African adult population size with disposable income and of which 25% is likely to consume plant milk.

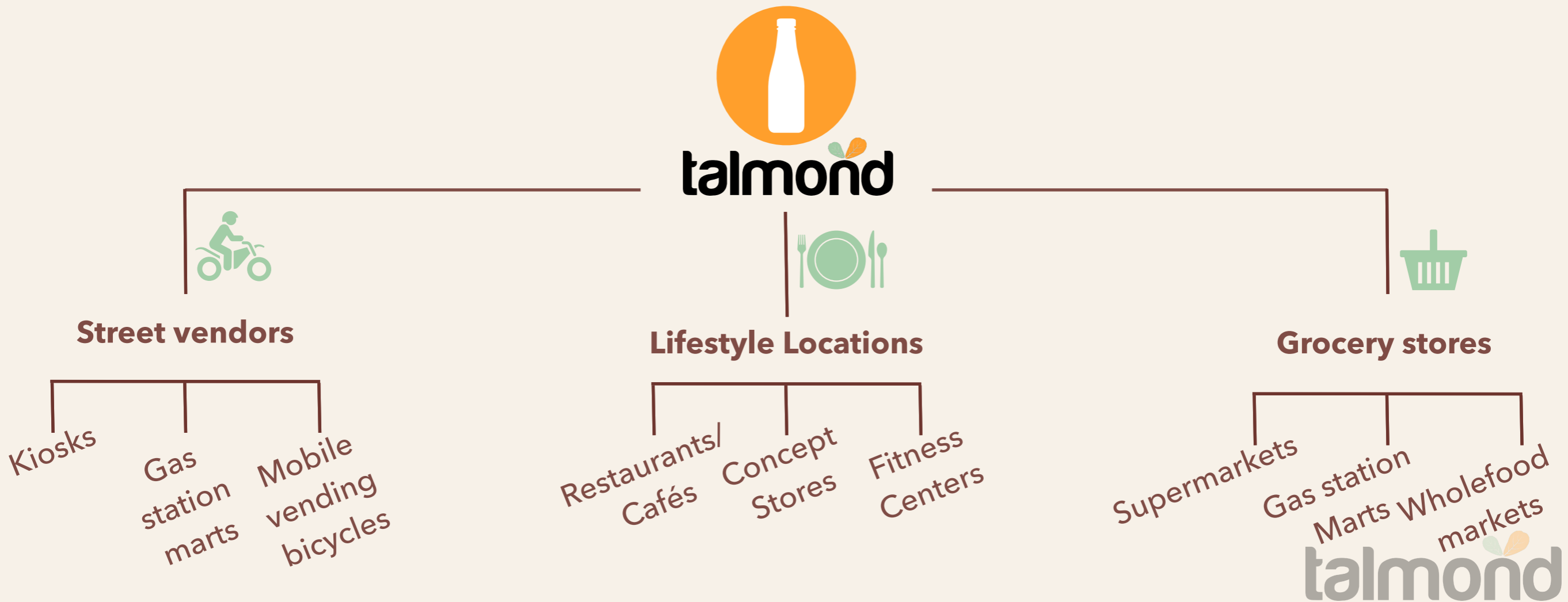
SOM

Serviceable Obtainable Market: Assuming Talmond just captures 1% of the SAM.

MODEL: D2C



MODEL: B2B



CURRENTLY AVAILABLE AT:

CAFÉS:

- PURPLE CAFÉ
- GAIA ORGANICS

GROCERY STORES:

- MIGMART
- MAXMART
- FARMERS MARKET
- THRIVE WHOLE FOODS STORE
- SNEDA

HOTELS:

- FRANKIES HOTEL, ACCRA
- KEMPINSKI HOTEL, ACCRA

SOON TO BE AVAILABLE AT:

- MARRIOTT HOTEL, ACCRA
- LA VILLA BOUTIQUE

CURIOUS ABOUT TALMOND? GET IN TOUCH!

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