



AMATHEON AGRI

AGRIBUSINESS COMPANY IDENTIFIES DEMAND FOR AFRICAN-GROWN SUPERFOODS IN GERMAN MARKET

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JEANETTE CLARK, 4 MARCH 2021

Agribusiness company identifies demand for African-grown superfoods in German market



Healthy superfoods, the rise of the convenient snacking culture, and the adventurous culinary consumer. It is the convergence of these three food trends – currently prevalent in the European market – that led to the launch in late 2020 of ZUVA, an all-natural food brand made from produce grown in Africa.

For the full article please follow this link:

<https://www.howwemadeitinafrica.com/agribusiness-company-identifies-demand-for-african-grown-superfoods-in-german-market/99006/?cat=7630>