ESDU Marketing Strategy

• Marketing sustainable products of small-scale producers under a unified brand: Introducing the Food & Roots Branding, USP and Actions

• Promoting small-scale producers by purchasing raw material from ESDU’s network of community kitchens and small-scale producers: Consolidating and Sustainably Scaling up Akleh Central Kitchen Sales

• Way Forward: Product Innovation, E-commerce & Export
Introducing FOOD AND ROOTS
POSITIONING

Food & Roots is a socially-engaged brand of traditionally innovative locally grown Lebanese Food products refined to fit modern life.
FOOD AND ROOTS
LIST OF PRODUCTS

TAPENADE
OLIVE SALAD MIX
KESHEK
Online Shop: www.foodandroots.com
Consolidating and Sustainably Scaling up Akleh Central Kitchen Sales
We Are Strengthening Our Community through the Power of Sustainable Food

We have established a sustainable value chain connecting a network of rural kitchens to our urban central kitchen by:
- Steadily increasing our sales to Urban Customers: Lunch Box Meal Plans ( grew from 15 to 70 meals per day) & Social Catering
- Collecting donations for food assistance to vulnerable families after the Beirut Blast till present
TODAY’S COUNT
72 Hot Meals
#CookingForBeirut

Eat Healthy, Eat Local
A HELP FOR MOST VULNERABLE COMMUNITIES

DESPITE THE LOCKDOWN
We are still delivering daily lunch boxes

Festive Menu
Eat, Drink & be Merry with our Selective Menu

Each Catering Purchase Has a Direct Impact on Our Network of Community Kitchen, Small Scale Producers & Families in Need Across Lebanon.

In order to serve you better, kindly place your order minimum 6 days in advance on: 76760892

HELP PROVIDE FOOD TO THOSE IN NEED THIS RAMADAN
Together we can make a difference by ordering ahead from Akleh today.

For more info +961 76 768 952
THANK YOU!