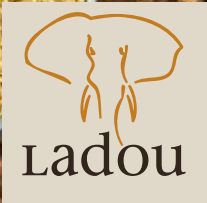


# attiéké *by* Ladou





## Get to know Ladou

**LADOU** is a global business promoting **Attikié by LADOU**, a premium eating solution to help you get closer to your healthy lifestyle eating.

The journey of Lucie Adou, the CEO in the professional realm commenced in 1996 during her internship at the United Nations Conference on Trade and Development (UNCTAD).

In 2009, Lucie, ~~a passionate gastronome, encountered a culinary challenge in Brussels - the absence of Attikié, the Ivorian semolina made from cassava root. Rather than accepting this gap, she~~ seized the opportunity to delve into the **Attikié** production sector in Côte d'Ivoire, with a particular focus on dehydrated **Attikié**.

Lucie's quest led her to explore the intricate process of **Attikié** production and the standards required for worldwide markets. She collaborated with innovative engineers specialising in cassava root processing who support women producers.

In a matter of months, the vision crystallised into the creation of **LADOU** Company, giving life to the brand **Attikié by LADOU** - a product synonymous with exceptional quality standards. ~~thanks to the input of Engineers specialised in food processing le point après standards doit être enlevé~~

Lucie's journey reflects her commitment to bridging cultural gaps, creating a business that not only connects continents but also introduces African culinary treasure to new horizons.

Lucie Adou stands as the ambassador, bridging continents together and sharing the rich culinary heritage of **Attikié**, much like how Rebecca Woods introduced the world to quinoa, played a pivotal role in familiarising the world with quinoa. Lucie Adou is on a similar mission to showcase the unique and delectable qualities of **Attikié by LADOU** to a global audience with **Attikié by LADOU**.

~~We also believe in supply chain to exceed client's expectations with handcrafted, artisanal premium food ingredient. We are convinced about the long-lasting partnership with companies that thrive to partner with limit volume and understand that. We strive to deliver premium quality.~~

We also convey gratitude to all people/business partners met for their valuable contributions in supporting and trusting ~~our dreams. The current positioning took place in 2019 during a European economic mission to the United Arab Emirates.~~



en

en

## met attieke BY Ladou

**Attieké by LADOU** is presented in the form of dehydrated and fermented cassava semolina, 100% natural, without preservatives or artificial flavours, originating from Côte d'Ivoire. It was officially labelled by the State of Côte d'Ivoire in ~~October~~ 2023. **après labelled and protected**

This authentic dish has become increasingly popular throughout West Africa, but also in certain countries in Central Africa and African Diaspora around the world.

Thanks to the input of engineers in the artisanal and handcrafted food- production system, **Attieké** can be dehydrated. The result brings out a subtle, authentic, and delicate aroma.

In **Attieké by LADOU**, the nutritional values of the cassava root come to the forefront and nourish the body for greater well-being. Research allows this **Attieké** to satisfy local and international food quality standards.



## WHY IS IT THE 'next quinoa'?

~~Attieké is poised to be the 'NEXT QUINOA' owing to its exquisite and healthy lifestyle experience, offering individuals complete control over their daily diets.~~ The diversity in flavours, makes **Attieké by LADOU** a versatile and appealing choice for those seeking a unique culinary adventure. **après adventure offering individuals complete control over their daily diets**

The exceptional nutritional value of cassava root, the key ingredient in **Attieké**, further underscores its status as a rising star in the global food scene. Research conducted by the National Crops Resources Research Institute in Uganda and the International Institute of Tropical Agriculture in Nigeria, with support from Switzerland, reveals a multitude of benefits associated with consuming cassava root.

These exceptional qualities have garnered international attention, leading to **Attieké by LADOU's** participation in major food exhibitions in the UK, Saudi Arabia, and Dubai. **Attieké by LADOU** has crossed cultural boundaries and delighted taste buds worldwide, having been sampled by individuals from over 80 nationalities.

With its exceptional nutritional profile and diverse flavour offerings, **Attieké by LADOU** is on a trajectory to become a globally cherished and sought-after culinary delight.

# LIFESTYLE HEALTHY eating SOLUTION WITH attiéké BY LADOU

## HELP YOU ACHIEVING A HEALTHY LIFESTYLE WITH 100% PLANT-BASED SOURCE FOOD

- **MADE OF 100% NATURAL CASSAVA ROOT** poised to be the 'NEXT QUINOA' owing to its exquisite healthy and nutritive **2 points**
- **GLUTEN-FREE**: naturally gluten-free, making it a suitable option for those with gluten sensitivity or celiac disease. It can be used as a substitute for wheat and other gluten-containing grains in various recipes with the lowest glycemic index in its kind.

## NUTRIENT-RICH : THESE NUTRIENTS ARE ESSEN- TIAL FOR MAINTAINING OVERALL HEALTH

- Good source of important nutrients such as carbohydrates, dietary fiber, vitamins (including vitamin C and folate), and minerals.
- Exceptionally high in potassium. A cup of ~~cassava~~ **Attiéké by LADOU** has 558 milligrams, providing 16% to 21% of the daily recommendation.
- Rich in flavonoids and fiber, it helps in protection against the development of metabolic syndrome and its associated complications. This claim is especially true when **Attiéké by LADOU** replaces wheat as a staple food.
- High in calories, it provides fiber and resistant starch that promotes healthy gut bacteria and helps with healthy weight maintenance.

- Excellent source of energy. The carbohydrates provide a quick and sustained energy release.
- Promote balanced diet, especially for sports endurance with high energy needs.
- Fermented food: known for their unique flavors but also for their potential health benefits, as the fermentation process can introduce beneficial probiotics to the digestive system.
- Can be prepared in various ways, appealing choice for those seeking a unique culinary adventure. It is therefore versatile in cooking.

## USED AS A BREAKFAST, A LUNCH OR AS A MAIN DISH, PROVIDING FLEXIBILITY IN MEAL PLANNING

- **DIVERSITY IN DIETS**: **Attiéké** is a staple food for millions of people in tropical regions. Its inclusion in the diet adds diversity in your eating planning.

- Well-rounded and culturally rich eating experience and visibility of African culinary culture on an international scale
- **INTERNATIONAL TRADE**: open up new markets and serve as cultural bridges continents and enhance the acceptability and
- **SUSTAINABLE DEVELOPMENT**: The production of **Attiéké** by the actors selected by **LADOU** is managed sustainably. As a company committed to ESG values (Environment, Social, Governance), we strive to promote a fair and environmentally-friendly supply chain, minimizing the ecological footprint of its production and distribution

## YOUR BENEFITS IN SUMMARY

It's a 100% natural product made using handcraft production techniques, which has no added aroma or preservatives.

- 100% natural and gluten-free
- Low in cholesterol
- No saturated fatty acids
- High energy value (85-91% carbohydrates/100g dry weight) Rich in fibre (7g/100g of dry weight)
- Quick and easy to prepare
- Healthy and functional food
- Food for vegetarians, vegans and nutrition for athletes
- For example, a SuperNovae salad in the morning will give you energy for the whole day.

An excellent alternative and complementary to pasta, wheat couscous, rice, tabbouleh or quinoa.

It serves as a base for your salads or mixes wonderfully with your vegetable, meat and fish dishes, particularly grilled meats.

An average shelf life more than 24 months.

Where to buy Attiéké by LADOU ?

Please visit : <https://shop.ladou.eu/en>



Drapeu Côte d'Ivoire

## attiéké by Ladou can be prepared quickly using different methods

### CHOOSE THE ONE THAT SUITS YOU

#### BOILING METHOD

- Bring 100ml of water to a boil for 100g of **Attiéké**.
- Pour 100ml of boiling water over the **Attiéké** and let it sit for 15 min.
- Your **Attiéké** is ready. Add a pinch of butter/oil and season it to your taste.

#### MICROWAVE COOKING (100G)

- Pour 100ml of boiling water and let it sit for 10 min.
- Cook for 2 min. 30 seconds at 900W.
- Take out the dish, add a pinch of butter/oil, and stir.
- Your **Attiéké** is ready to be seasoned.

#### SOAKING METHOD

- For 100g, add 150ml of room temperature water.
- Let it soak for 30 min.
- Your **Attiéké** is ready and crunchy.
- Season it to your taste.

#### STEAMING METHOD (USING COUSCOUS STEAMER)

- For a 100g cooking in a couscous steamer, pour 100ml of boiling water and let it sit for 5 min.
- Meanwhile, bring 100ml of water to a boil.
- Pour the semolina into the top part of your couscous steamer and stir for 3 min.
- Take your **Attiéké** out of the steamer, add a pinch of butter/oil, and season your dish.

## HOW attiéké *by* Ladou is packed?

3 PACKAGES DEPENDING ON YOUR NEEDS



You can season your **Attiéké *by* LADOU** as a breakfast, salad or as a main dish. Let's go with your own experience. **You are the Chef!**

## HOW to use attiéké *by* Ladou?

### SALAD SEASONED

with pineapple and raisins  
(can be replaced by dates)  
served with rocket salad/basil and,  
as an option, chargrilled chicken.



**Attiéké *by* LADOU**  
accompanied by your favorite  
omelet and a tomato sauce  
or your best vegetables choice.

### SALAD SEASONED

with red beetroot, grated carrots,  
tomatoes and avocado.



### SALAD SEASONED

with North Sea shrimp  
(can be replaced by smoked salmon)  
served with rocket salad/basil  
and avocado.



**Attiéké *by* LADOU**  
served with your favorite grilled/  
cooked fish and tomato sauce  
or your best vegetables choice.



**INTERESTED**  
to join our valuable  
network as partner, as  
retailor,  
as distributor,  
**FEEL FREE**  
**TO CONTACT US.**

**Lucie adou**  
General Manager

Mobile & WhatsApp • +32 498 42 62 29 • [contact@ladou.eu](mailto:contact@ladou.eu)  
Rue Copernic 127/3 Copernicusstraat • 1180 Brussels (Belgium)

**LADOU, UNE ODYSSEE GOURMANDE**  
Belgian based company • VAT BE0809359090  
Attikié *by* LADOU is available in Belgium UK UAE & KSA and Côte d'Ivoire



[www.ladou.eu](http://www.ladou.eu)

[f](#) [@](#) [in](#) Ladou