

UNROOT YOUR
**WILD
SIDE**
UNTAME THE BAOBAB





Our wild mission

UNROOTED champions **wild-harvested** ingredients that will drive positive change across the global food system, from **supporting biodiversity** to **improving rural incomes**.

Today, UNROOTED sustainably harvests **wild African baobabs** and ensures rural communities across Zimbabwe benefit from **Africa's most iconic superfruit**.



Our Unsustainable journey

We are Unsustainable until we have fulfilled our long term objectives

Objective 1: Every child in Baobab harvesting communities has access to education. Today we sponsor 103 children through education.

Objective 2: We add as much Baobab fruit back into the ecosystem as we take. To date we have planted, nurtured, or protected over 400 Baobab trees.

Objective 3: We are Net Zero. Today we are Carbon Neutral and invest in a variety of carbon removal and carbon replacement offsets.



Wild Baobab, the world's most powerful superfruit

Sustainably harvested
in Zimbabwe from over
4 million wild trees

5x more fibre than oats
Supports gut health & has
prebiotic benefits

5x more vitamin C than oranges
Natural energy and immunity
booster

2x more antioxidants than acai
Supports healthy skin & fights
oxidative stress



Our wild range



**BAOBAB, GINGER,
CHILLI, PINEAPPLE**

**BAOBAB, TURMERIC,
GINGER, CARROT, ORANGE**

GOOD ENERGY



**BAOBAB, SPINACH,
CUCUMBER, LEMON, APPLE**

**BAOBAB, SPIRULINA,
GINGER, APPLE CIDER VINEGAR**

GOOD GUT

*You guessed it! Our beautiful glass bottles, paper labels & aluminium caps are fully recyclable. They're also 12 months ambient stable!



As seen in:

Daily Mail

Forbes

Evening Standard.

The Grocer