

# THE CONCEPT

"You are what you eat!" said Feuerbach in 1864, meaning that for being fit and healthy you need to eat good food and stay away from food that has unhealthy ingredients. As a group of friends who have made a habit of this idea for years, we now come up with a new concept : **"Eat it, how nature serves it to you!"**

We offer foods to our customers how nature serve them to humans. If processed a little to be more tasteful, it will be how ancient people used to process, such as sun drying, fermentation, and grinding. That is very basic. Very healthy!

# THE CONCEPT

*Consists of 5 main product categories..*



# 1 - Freshly grinded dried nut butter (peanuts, hazelnuts, almonds, etc.)



*Free of added sugar, salt or oil. Know what you eat!*



2 - Dried fruits and nuts (oranges, kiwis, mangos, bananas, coconuts, cashews, etc).



*One of the best ways the get sugar and minerals*

### 3 - Herbal Teas (sage tea, linden tea, rooibos tea, Korean teas, etc).



*Hibiscus, echinacea, ginger.. and hundreds of them*



## 4 - Natural Spices (Peppers, turmeric, basil, ginger, ginseng, saffron, etc).



*The spices which can not usually be found in supermarkets..*

## 5 - Natural Aromatic soaps.



*Handmade soaps which are free of unhealthy chemicals*



Some miscellaneous items can be added..





The foods we offer will never have GDO's , emulsifiers, preservatives, colorants. Some of them organic certified, but all of them are %100 natural. Briefly, we never offer food that we personally do not eat or drink at our own home.

All products will be top quality and acquired from different sources in different countries which are known to be the best..



- The space needed for this concept is about 20-30 m<sup>2</sup>. It can either be store or booth. Both places are suitable. However, store is preferable.
- One person or two people will be working full time.

